THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

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March, 1949

WESTERN MANUFACTURERS ON PARADE

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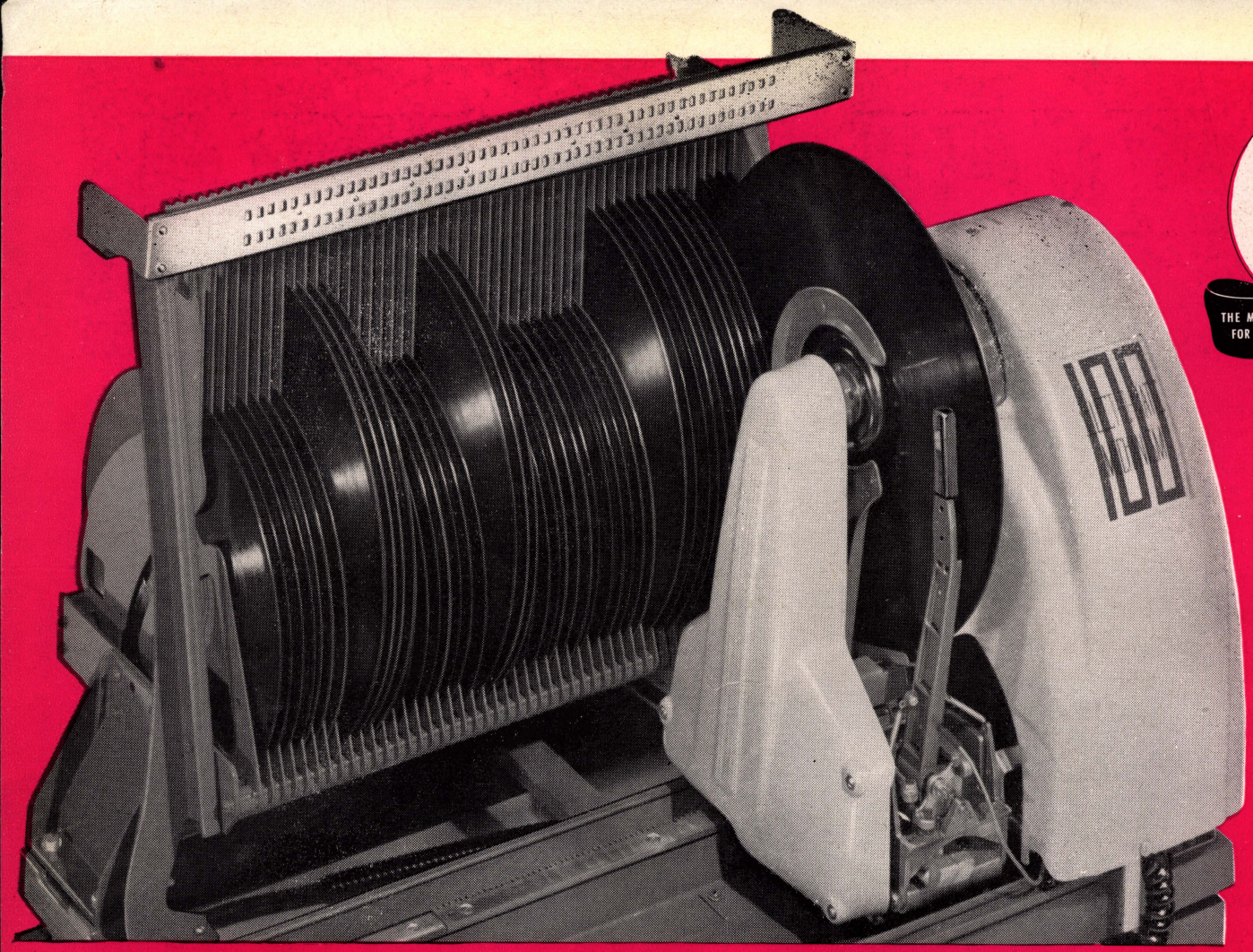

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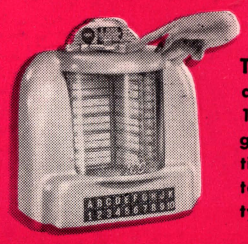

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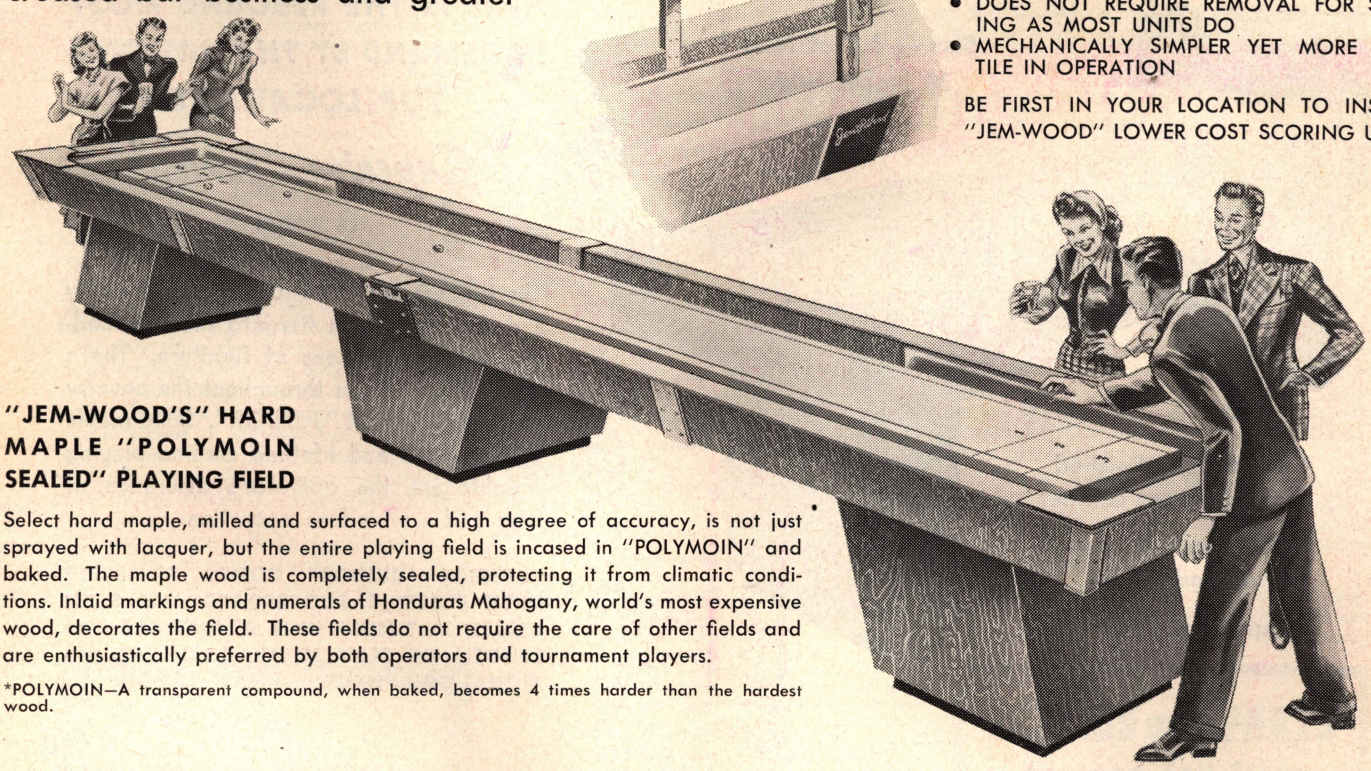

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THE COIN MACHINE REVIEW

MARCH, 1949

The 188th CONSECUTIVE MONTHLY ISSUE

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Western Manufacturers On Parade!

Postwar Activity Promises Many New Machine Ideas to Swell Trade Gains

by WALTER HURD

LOS ANGELES—The amazing growth of shuffleboard in the West Coast area drew attention anew to the manufacture of coin machines and accessories in the West. The western territory also put on a big display at the 1949 Coin Machine Show, the total number of firms exhibiting being next to the total number of firms from the big Chicago manufacturing area.

The onward march of manufacturing firms in the eleven states that make up the western territory is a revival of the initiative of this area that contributed much to the progress of the Industry through many years before World War II.

New ideas for machines are showing up, to continue the long reputation of the western states for originating machines that sweep into popularity over the nation. All this activity gives hope for the Industry as a whole, as well as for the members of the trade in the area itself. Those who are planning the next trade conventions say they have seen this growing manufacturing activity and are counting on it to help make the next conventions set new marks in trade history.

The eleven states that comprise this great coin machine territory include Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. Roughly, these states have about 13 per cent of the entire population of the U. S. and in the last decade several of them have been showing stupendous increases in population gains.

Business leaders say the population trek westward is sure to continue for decades, and hence an increasing number of people will be around as patrons for all types of coin machines.

The total number of firms in the area, engaged in manufacturing coin machines or some kind of accessories, is currently

BUSINESS REVIEW . . .

Reports, opinions and surveys of business conditions continued to flow well into February. A majority of firms had issued their annual reports sometime during the first six weeks of the year, so that a broad view of the national prosperity could be had.

January business seemed to conform to its usual pattern, with the main question being whether the first month of 1949 had set a lower level than the same month a year ago. Operators of coin machines generally reported that January had followed its usual course of a decline in business, but a majority of operators seemed hesitant about comparing the present period with the same time at the beginning of 1948.

There are some differences of opinion as to how 1949 has started off for the country as a whole. *Business Week* magazine summed up the story of 1948 by saying, "1948—it paid to be big, but was tough to be small." This statement agrees with the prediction made in this column many months ago that the basic national issue in 1949 would be the competitive fight between big firms and small firms.

At this time, the foreign outlook seems to be settling down to a long struggle that removes the sensation from headlines, and people begin to think more about the domestic trends in employment, retail trade and prices. It can be said that our home problems have almost simmered down to these three things — employment, retail trade and prices.

These subjects will be considered under the topical headings further along. It is well to note that 1949 started off with unemployment on the increase, with the work week becoming shorter, and in general the whole subject of employment threatening to be the top worry of the year. It is the point now that is being watched most seriously by the experts, but trends have not yet been serious enough to cause alarm.

(See BUSINESS REVIEW, Page 7)

The Review Calendar...

Important Dates

March 1-31—American Red Cross Fund Drive.
March 2 —Beginning of Lent.
March 4-12—Advertised Brands Week.
March 15 —Income Tax Deadline.
March 17 —St. Patrick's Day.
March 20 —First Day of Spring.
March 20-26—National Hobby Week.
March 20-26—Wildlife Restoration Week.

Conventions

Mar. 7-10—National Assn. of Frozen Food Packers, 3rd annual convention, Stevens Hotel, Chicago.
Apr. 24-28—National Assn. of Tobacco Distributors, annual convention and exhibit, Hotel Statler, New York, N. Y.
May 8-12—Super Market Institute, 12th annual convention, Stevens Hotel, Chicago.
June 5-10—National Confectioners Assn., 66th annual convention and 23rd exposition, Stevens Hotel, Chicago.
June 26-29—National Candy Wholesalers Assn., 4th annual convention and all-confectionery exposition, Stevens Hotel, Chicago.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit, Atlantic City, N. J.

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estimated at 76. Of this number, about 14 firms are manufacturing shuffleboards or accessories for this expanding amusement device.

As explained in the February issue of THE REVIEW, the western territory has not only contributed ideas in shuffleboards but it has also demonstrated to the operating world that the boards can be made to pay a profit to the location and the operator.

A casual check of the products of the manufacturing firms in the area shows that shuffleboard is not the only device being made, but that a total of at least 40 different types of coin-operated devices are being made, or are now in the testing stage, and this does not include the wide variety of accessory items.

By checking over the complete alphabetical list of coin machines and accessories in THE SOURCE BOOK, it is possible to get a very complete picture of the rich variety of machines used by the Industry and also the proportionate number of which are made by western firms. The variety of these products, made in the West, will be considered more specifically in a separate article, but for this review the object is to consider some of the outstanding contributions of the area to coin machine progress.

Since the spotlight is currently on shuffleboard, it is now a matter of record that the West has contributed most to rescuing this popular amusement device from a routine diversion in taverns to make it a national pastime. This has largely been accomplished by leading the way in the use of coin operation, in development of new ideas in tables and accessories, and in making full use of tournaments and other play promotion ideas.

Very recent evidence of the ingenuity of western manufacturers in contributing to the progress of the Industry is seen in some of the ideas now in the testing stage. These new developments include machines for vending hot chocolate, hot dog sandwiches, hot doughnuts, cut flowers, photographic machines, etc. Manufacturers have requested that details on some of the newer ideas be withheld until tests are completed, but it can be said that some of these ideas may prove unusual within a year.

The area has its hot coffee machines and now the hot food services are being carried still further to provide hot chocolate. At least two manufacturers will have offerings of this type of machine, according to present reports. One firm offers a combination of hot coffee and hot chocolate in a dual vendor. A firm with a name in the homogenizer field has in the testing stage a development that promises to be an innovation in serving a new quality in hot chocolate.

As many as three firms have hot dog vendors on the way. The vending trade has long dreamed of serving the ever popular American favorite—hot dogs—through modern vending machines, and that day seems to be here. Western manufacturers are playing their part in getting such machines onto the market. In this field must be included the *Dog-In-A-Kennel* vendor which will include hot dog sandwiches among the hot food items it can dispense. This machine also brings Denver into the spotlight as a city in which coin machines are made.

Some of the leaders in the vending trade who have seen a new hot doughnut vendor under test consider that it will be unusual in the vending field. It has been developed by a Long Beach, Calif., manufacturer and is noteworthy because it makes and cooks doughnuts and also vends them in a fully automatic operation, upon deposit of a coin. The whole process constitutes a show right before the customer's eyes.

Newspapers considered the *Flower O-Mat* a worthy news subject because of the novelty of vending cut flowers on the deposit of coins. An Oakland firm has this unusual idea ready for the market, considered the only machine of its type in the field. It has refrigeration and vends packaged corsages for 50 cents.

Coin-operated photographic machines are not new to the trade, but it is well to consider that a Los Angeles manufacturer has one on test on some of the busy streets of the city, a machine for which he claims many simplifications in the photographic process and also in the pictures vended to customers.

So much for the spectacularly new. It is the many contributions to some of the more staple types of machines, through many years past, that makes the true story of western manufacturing, and also inspires confidence in the future growth of manufacturing in this entire area. It also compels greater attention to anything new that comes out of the West, for who knows when one of these new ideas may set the pace for the Industry over the nation.

Using the SOURCE BOOK roster again, western manufacturers have definitely played a leading part in the historic advances made in such types of machines as apple vendors, bell-fruit machines, cigarette vendors, coin radio, ice cream vendors, movie machines, pop corn vendors, pin ball games, shoe shiners, tooth brush vendors, vitamin vendors, and etc. Western firms have also played a leading part in some of the accessory fields, such as wired music, mirror cabinets, cable, scoreboards, etc.

Some of the contributions made by western firms toward advancement of these staple machines have been noteworthy enough to be featured by newspapers and magazines as of general interest. Certainly, many of them form outstanding chapters in the 60-year record of the Coin Machine Industry.

Apple vendors have had their ups and downs for several years, but in every step forward in perfecting such machines it has been western firms that lead the way. The ultimate success in this type of machine has depended somewhat on developments in a national system of refrigeration and warehousing outside the vending trade itself. Apple growers in Washington and other western states have been steady boosters of the machines and very successful operations have been set up in military camps and other locations. The Kold Krisp machine is probably best known at the present time; the most recent report is that this machine is being revamped and new market plans made.

The real classic stories of western development, of course, revolve around such machines as bell-fruit amusement devices, cigarette vendors and pin ball.

Charlie Fey

Perhaps the outstanding chapter of all in contributions of the West to coin machine progress is the story of Charlie Fey and of his first bell machine, the *Liberty Bell*. San Francisco newspapers years ago, before his death, paid him special honor in telling the public about his many inventions and especially the "slot machine."

(See WESTERN FIRMS, page 29)

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CONGRATULATIONS TO WESTERN MANUFACTURERS!

By Harry E. Williams

President, Coin Machine Institute

Each passing year I notice with great interest the ever increasing growth of industry on the West Coast. Going through the pages of the Coin Machine Review, it is very interesting to see the increasing number of West Coast manufacturers. This is one of the very optimistic signs of the Industry. At a time when some might say the Industry will stop growing, western manufacturers are definitely expanding in number.

It is very appropriate that this spirit of invention and growth be recognized, and that trade members in all parts of the country come to appreciate what the trade in a group of several important states are doing to keep the whole business forging ahead. The business is going ahead and the western states are helping it to do that very thing.

The West Coast has produced many original ideas and inventions that have made the Coin Machine Industry as great as it is today. These inventions are a part of the heritage of the trade, and are too numerous for me to try to mention. More gifted writers can tell the story as it should be told. I know personally of many of the contributions and every operator throughout the land no doubt is well aware of the ideas that have originated in the West to be used by operators over the nation. It would be interesting to know, if a count could be made, how many operators in all the states are using some machines that are the outcome of western developments, or maybe manufactured in the western area right now.

Our Industry thrives on invention and aggressiveness and that is why we need to pay our respects to it, wherever the spirit of progress happens to be at work. Your business and my business depends on a successful and continuous flow of new ideas, new firms and new aggressiveness. That is why western manufacturers mean so much to the Industry and why they are to be congratulated on their good spirit in these times.

The business world has its eyes on the West Coast and the gigantic development in business and industry that has taken place there in recent years. The rapid gains in population show that many people are thinking of the future that lies ahead in that territory. A lot of people, factories and industries are moving in that direction and a lot more will also go that way.

While all this growth is taking place, the manufacture of coin machines, the invention of new machines, and the operation of machines will expand right along with the industrial expansion. And it will all make our Industry bigger and more profitable.

I'm glad of the opportunity to extend the greetings of the Industry, through the Coin Machine Institute, to western manufacturers and to congratulate them on their activities. Many of them were exhibitors at the 1949 Coin Machine Show and helped to make it the success that it was. The new ideas that were shown by western firms were certainly proof that things are being done in that area.

I feel that our Industry is in its infancy, as inventions and new ideas go, and that the years ahead will bring still greater marvels in coin-operated devices. The western manufacturers will help to see that greater ideas are forthcoming.

Even though our Industry has achieved a degree of greatness over the passing years, I feel it is still in its infancy also in its Public Relations work. We may invent and build better machines and in greater numbers in future years, but our progress from year to year will depend more on doing a good public relations job. I know western manufacturers will agree with that and will be ready to help accomplish results.

We, the Coin Machine Industry as a whole, have not scratched the surface of good public relations. A good many members feel that public relations begin at the top among manufacturers and directors of CMI. They are not exactly right, as public relations really start with the man dealing with the public—the Operator.

The Operator sows the first seeds of impressions about our Industry with the people he comes in contact with each day. To recall a case in point, one does not have to go back too many years to see what happened in Los Angeles when the question of coin machines was put to a public vote.

The way that each operator conducts himself in his business, in the eyes of the public, plays a very important part in public relations, and after the operator, the distributor and manufacturer. There is so very, very much that has to be done all along the line to better our public relations that I feel we are in our infancy in this work.

In time, and following a set course which we are now laying out at CMI, I believe we will have more open territory in which to operate our amusement machines. We will have fewer proposals to tax music and merchandise machines, and still fewer such proposals becoming law. We may even be able to get present oppressive taxes removed in time.

All this won't happen overnight, as we have to institute a real educational program first. We have learned a lot already but there is much more to be accomplished in the education of the trade membership in the whys and whats of public relations.

With me, this public relations idea is serious business and I know that every operator, distributor and manufacturer in the whole western area will give the public relations cause their hearty support. When western manufacturers give the trade new ideas they are building up the trade that much. But there is also much more to do. Every firm and every operator must also help carry the nationwide move toward a better public relations program.

Hearty congratulations to all the manufacturers of the West and may their growth and success keep right on expanding from year to year.

BUSINESS REVIEW

(Continued from Page 5)

Retail stores got a better start in the first month of the year than had been anticipated, and the reason given is that lower prices brought in the trade.

This emphasizes the importance of the present price trend, which is generally downward. This is the trend that 90 per cent of the people have been waiting for, including coin machine operators almost to a man. But the big problem still is how to bring prices down without causing unemployment. At present, a good job is being done in gradually lowering the price level without causing sudden upsets to business.

But there are a lot of industries, a lot of firms and millions of people who are feeling a pinch. The experts say this leveling off of business is likely to continue through the year, and that the number of those who get pinched in the process will increase.

As mentioned frequently in this column, one of the most interesting reports on business is the monthly survey of the National Assn. of Purchasing Agents. Its report on January caused a stir in manufacturing circles. It said that manufacturing industries did not bound back in January from the slump that came in November and December; manufacturers replied that a pick-up never comes in January and February, but usually begins in March. The report said that price trends are generally downward, except where higher freight rates are an item.

Some business leaders say the spring and early summer of the last two years have been unusually trying and that this third year may be the real test of how well the country can "level off." The postwar business boom has now come to a showdown, many say; others affirm that the peak passed last year. Many reports say there is an unfavorable psychology among leaders.

With these general views on the business outlook, a digest of some of the specific points in the picture follows:

ALLOCATIONS — Congress extended

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the voluntary agreements plan; government agencies concerned with defense are insisting more that stockpiling of strategic materials take precedent over civilian needs.

AUTOMOBILES—Demand has slumped and reliable reports from the large cities say immediate delivery can be had on a number of models of most makes of cars; people in the auto trade predict that immediate delivery on nearly all makes will be the rule in another six months. The auto trade is arguing the reasons for the slump in demand, and a *Wall Street Journal* survey turns up one good answer: "Cars are just too darn expensive; prices will just have to come down."

BANKS — Business loans dipped lower in January than in any time in the previous year and recovery in rate has been only partial; demand deposits are below a month ago, but well above the 1941 level; money in circulation is showing a declining trend —for the first time in ten years. Money now turns over faster but total amount in use is declining. Savings accounts tend to show some gains but people are spending less freely.

BUSINESS FIRMS — A seasonal rise in new incorporations occurred in December, according to Dun & Bradstreet, but the volume of new firms had continued for 12 months below that of a year ago. New stock corporations reported in December totaled 7,421; total for 1948 was 96,101. A steady decline in rate of new firms has taken place since 1946.

Business failures were showing a slight decline in rate at the end of January; the rate is well above that of the same period in 1947 but still much below the prewar rate. Steady climb of business failures is given as big reason for tightening of credit; collections are slowing. Failing firms are said to leave few assets, since banks and finance companies have been making loans on accounts receivable.

A special review on credit in *Business Week* magazine (Jan. 29) said that "several areas report trouble in the vending machine business." Apparently, this would refer to the coin machine business as a whole, and not to the vending machine division alone. The candy trade is also mentioned as among the sore spots in the credit situation.

EMPLOYMENT — Operators of vendors will be concerned by the official government report that factory employment has been declining since last September; postwar peak of factory workers stood then at 16,700,000; auto industry is about the only field to report recent increases in workers. Nevada and New Mexico have shown the highest ratio of gains in factory jobs since 1940; other states with a high ratio of increase are Arizona, California, Kansas, Minnesota, and Texas.

One reporting agency summarizes the employment picture thus: work weeks are shorter in many industries; unemployment apparently is to go on rising slowly for a time; layoffs are tending to spread; new jobs are opening more slowly; few industries are adding to pay rolls at this time; many industries are cutting down here and there in a small way; unemployment is not expected to rise greatly.

EXPORTS—Government report on 1948 exports of coin machines was not available in time for this review. Visitors from nine or ten foreign countries, chiefly South America, were present at the 1949 Coin Machine Show, indicating there is still a market abroad. Eight of the 20 countries in S. A. had revolutions in the last year, an unfavorable situation. Arizona firms are increasing their trade across the border with Mexico.

FREIGHT — Increased freight rates are mentioned as one of the real obstacles in the way of lowering prices. The U. S. Supreme Court has agreed to hear an appeal on the basing point freight rate policy, and will thus hand down a second decision on this touchy question. It was the high court's decision in May a year ago that touched off the subject.

The ICC recently turned down petition of motor carriers for a regional freight increase on small shipments. This greatly pleased candy and cigarette trade.

Hearing dates on the railroads' petition for a full 13 per cent increase in freight rates have been set as follows: Washington, D. C., beginning March 1; Chicago, March 14; Salt Lake City and Montgomery, Ala., March 21; Oklahoma City and San Francisco, March 28.

GASOLINE — Demand for gasoline was still rising in December and January, but the oil industry had kept pace with demand so well that talk of allocations has been shelved. The average service station price of gasoline was rising during December, the last official report available.

GOVERNMENT MONEY—Recent cuts in Navy forces caused a lot of business firms to think about what government money means; approach of income tax deadline makes millions of ordinary citizens think also. With the country now "leveling off" but trying to prevent depression, government money is playing a big part. As reported in our last issue, government subsidy to business for materials and supplies will run about $32,000,000,000 this year, about $17,000,000,000 will be paid to individuals, and parity support to farmers will run about $2,000,000,000 for the next two years.

The foreign aid program is shifting to Asia, and will cost tax payers much more. There is much fear at this time that the Berlin blockade will be lifted, to remove the enthusiasm from our national defense program.

MONEY — With prices tending to decline, the experts are revaluing money. Roughly, the dollar has gone up about one cent in buying power since last August; in that month the dollar bought 57.3 cents worth of goods in terms of the 1939 dollar.

PRODUCTION — There seems to be general agreement that factory output for the nation has declined; how much is a point in question. Supply channels in many industries have been filled and demand is slower. The big problem that comes to every industry, and to each manufacturer now, is how to adjust output to demand. This is a sore spot in all business now and is likely to be a tough problem for some time.

Steel and automobile output will probably lead the parade of production this year; the building industry is now showing spotty trends and output of building materials is declining.

Operators of coin machines will be interested in the problem of controlling production to prevent crashes in prices. For example, the oil industry seriously considers limiting production in order to prevent price competition. The whole price situation reacts quickly on factory output and production, and much will be said pro and con on the subject as industry after industry is forced to adjust itself to demand this year.

PROFITS—Reports during recent weeks have chiefly related to the profit and dividend picture in 1948; annual reports of corporations have been coming out fast to provide information. One summary says big

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manufacturers and corporations generally set records profitwise last year, but small firms generally failed to come up to 1947. Small firms seemed to get squeezed most heavily in the first half of 1948. Dividend payments climbed to an all-time peak last year.

PRICES — This subject was introduced in the first part of this column. Reporting agencies emphasize over and over that prices are on the way down. In some industries the decline has been as much as 40 to 50 per cent, and declines of 20 to 30 per cent are said to be quite common. A decline of about 5 per cent in the general price level may happen, many experts predict; some say the year may bring a 10 per cent drop in the general price level. But everybody emphasizes that a general price break, as in 1920-21, is not in the cards.

Farm commodities seemed to get another slash about the same time the commodity break occurred last year; a year ago the break caused a wave of national jitters, many saying the recession is here. Before the recent crash in grains, prices on farm products were running about 13 per cent below the level of January 1948.

Operators are getting a taste of what the general price decline means, in such trends as a drop in candy bar prices. Cigarettes will probably be the last merchandise item to react to the downward price trend.

RETAIL TRADE — Reports generally emphasize the fact that stores got a good response in January to lower prices. More recent reports emphasize that stores in the big cities are seeing a new decline in sales, and they think it may result from decline in money circulation. If this drop in the total volume of money in circulation affects store trade, it may be expected to reduce the patronage of coin machines also. The experts are puzzled about the decline in money circulation, many saying it is due to increased savings by the people; they have even increased their buying of E bonds.

The government report on retail trade shows such popular locations as drug stores declining in volume of trade for the last three months of 1948, ending below the level at end of 1947. Eating and drinking places had a holiday gain, climbing above the same period in 1947; filling stations, of course, have been making gains and will start a new upward climb in March.

SMALL BUSINESS — As mentioned, what happened to small firms in comparison with big corporations in 1948 will pour oil on this battle in Congress. A Congressional hearing Feb. 16 provided an official "Small Business Day" so that representatives of small firms from all parts of the country could make a showing in force. One organization claims to represent more than 30,000 manufacturers.

In predicting this hot issue between large and small business some months ago, it was predicted that the battle would include such issues as the gold standard and the basing point freight policy. But even big business has now agreed that "the time is inopportune to restore the gold standard," chiefly because of the cold war with Russia, and the basing point freight rate squabble seems to be snowed under in the more pressing job of carriers' demands for higher rates.

TAXES — Due to the volume of reports on this subject, a digest will appear in a separate article.

WAGES AND HOURS—Hearings have been under way before Congressional committees on Wage and Hour proposals and amendments, but conclusive reports were not availabe in time for this issue.

WEATHER — Weather may play a trump card in business during the current year, even to the point of reversing price trends. The weather during January favored bumper grain crops in 1949. For the first half of January unseasonally warm weather was running a mean average of 34 per cent above the same period last year. At the end of January, the average was still well above the same period last year. But some unusually cold waves have followed varied patterns in recent weeks. It was the weather that prevented a general price decline in foods in 1947; hence the weather will be watched closely for its influence on crops this year.

Bergstedt Wins Acclaim As Father of Black Tops

LOS ANGELES—"Early in 1948," relates J. E. Bergstedt, head of Hercules Shuffleboard Co., "I began experimenting with different materials in the hope of finding a shuffleboard surface which would not warp. In March of that year I discovered the Masonite black top, which has since been copied all over the United States."

Bergstedt not only takes pride in being the father of black tops, but in building quality boards by mass production methods to such an extent that he is able to offer the lowest priced quality shuffleboard on the market.

"Every feature that makes for a long-playing shuffleboard is incorporated into the *Hercules*," he said, "which is backed by a one-year guarantee against warping and cracking."

Bergstedt added that there are still a few distributorships open for the *Hercules* 14-18-20 and 22 foot boards as well as the *Hercules* 7-foot rebound.

Forty Different Types of Machines Made in the West

With 76 or more firms in the eleven states that comprise the western territory producing some definite type of coin-operated device, a better picture of the variety of these products may be had by considering them under the various classifications.

The best classification of coin-operated devices now available is in the 1949 SOURCE BOOK and in its *Classification Index of Machines* there are about 80 different types, not including accessories. Firms in the western territory are producing about 40 different types of coin-operated devices, according to the classification list. There is always some overlapping, in trying to classify coin machines, but the fact that 40 or more types of devices are being produced by western firms suggests the importance of the manufacturing industry in this area.

As mentioned in the introductory article of THE REVIEW in this issue, western firms claim special credit for their activity in developing and manufacturing apple vendors, cigarette, ice cream, ice cube, movie machines, pop corn vendors, coin radio, shoe shiners, shuffleboard, scales, vitamin vendors, wired music, etc., but that is not all. The whole picture can best be realized by considering brief comments on the 40 different types of devices made by western firms in the order of the SOURCE BOOK classification index.

Apple Vendors—The story of vending apples via machine is almost completely a story of development and activities in the western territory, spurred on always by the great apple producing states in this area. As mentioned frequently in our editorial columns, apple vending has been waiting somewhat on refrigeration services that will make the best product available for vendor sales all over the country.

Fruit-O-Matic is a refrigerated apple vendor offered by Kold-Krisp Apple Service, Inc., and the latest report from this firm is that it is revamping its machine. Other western firms have developed fruit vendors but current reports on production status are not available.

Arcade Machines—This classification is so broad that almost any type of amusement device can be used in arcades. The pioneer firm of Fey Automatic Machine Co., San Francisco, is still active and must be given special mention in this list. Western firms produce diggers, golf teeing devices, picture machines, post card, photographic, voice recorders, target guns and other devices well suited to arcade use.

Aspirin Vendors — Newest entry in this field is the *One-Cent Aspirin* vendor, by Ven-Dures, Seattle, dispensing 5-grain aspirin tablets. Tablets come in continuous cellophane strip holding 250 tablets. This firm previously developed a vitamin vendor. New aspirin machine was shown at 1948 NAMA convention.

Beverage Vendors — In the bottle type field, two firms have made creditable machines for the bottling industry. Vendolator has made machines for one of the major syrup manufacturers and the vendor trade name is well known over the country. American Vendors, Inc. is currently featuring its *American* selective model 124 as "the world's largest selling selective vendor." The manufacture of bottle vendors seems to be pretty well scattered over the nation, but these two firms certainly give the western district a place in the field.

In the manufacture of cup type vendors, the trend among western firms is decidedly toward machines for dispensing hot drinks and these will thus be considered under their separate headings. Carbonators Supply Co., San Francisco, has limited production on a cup vendor for soft drinks.

Binoculars — One western firm offers coin-operated type of instrument.

Bowling Games — Coin-operated models of bowling games have had intervals of boom periods in past years, and western firms have contributed machines that made a national reputation. Such games are not a feature at the present time; the bowling boom yielded to the roll down tables and more recently shuffleboard is in the limelight.

Bulk Vendors — The parade in manufacture of this type of machine is now highlighted by the new *Acorn* vendor, recently introduced by Oak Manufacturing Co. The newly organized firm is making rapid progress in the manufacturing field. The Abbey vendors for peanuts, almonds, etc., are already widely known.

Cable — A western firm rendered valuable service to music operators with its initial offering of 30-wire cable.

Coffee Vendors — At least five firms have developments in this type of vendor, and are thus advancing this comparatively new type of machine. One of the latest firms to register with the SOURCE BOOK is a West Coast manufacturer that has developed a machine to dispense coffee freshly brewed, when most machines in the field use some form of concentrate. The entire field of coffee vendors is expected to come up with some new surprises as the months pass and there are enough western manufacturers working on such developments to play a big part in future progress.

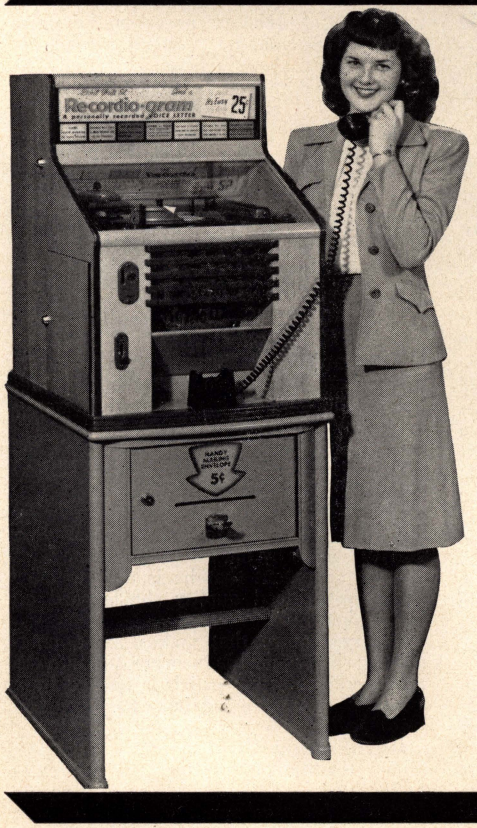
Candy Bar Vendors — The pioneer name of Shipman heads the list in western offerings of candy bar machines. The firm sells a 3-column vendor at a practical price.

Cigarette Vendors — On this type of machine, western manufacturers are inactive at the present time. Here, the western district can only fall back on its reputation of having contributed much in the early development of such vendors.

Coin Changers — At least three firms have entered the change maker field and have current offerings.

Chocolate Vendors — Vendors for dispensing hot chocolate have followed the development of hot coffee vendors. It is anticipated, from present trends, that manufacturers of coffee vendors will in many cases also offer hot chocolate machines. The idea of hot chocolate dispensers, however, has been greatly enlivened by a development, using the Saylor homogenizer, to improve the quality of chocolate drinks dispensed. This device is now being tested and promises to be another original contribution by a western firm.

Doughnut Vendors — Western firms can almost claim an exclusive on current offerings in this type of machine, and the ideas are new. One firm offers a vendor for selling doughnuts wrapped in cellophane. The most unusual offering is a fully automatic doughnut machine that makes, cooks and dispenses doughnuts after deposit of the coin. The Nagel doughnut vendor is just now getting onto the market. Western



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firms also offer confection doughnut machines to the trade.

Diggers — A San Francisco firm offers the *Marv-O-Vend*, described as a modern version of the claw-digger machine.

Engineering — At least two western manufacturing firms have enviable reputations for developments of coin-operated devices through many years. Both of these firms are well known in other trade channels and there are recent additions to the list of engineering firms that will greatly boost the inventions from the western area. Most of these firms manufacture coin machines on contract.

Frozen Foods — One manufacturing firm, currently offering a refrigerated vendor to sell flowers, also has plans for frozen food and other refrigerated vendors.

Flower Vendor — National publicity attended the announcement of *Flower-O-Mat*, a vendor to sell corsages at 50 cents. The vendor has refrigeration and certainly is an innovation in the vending machine field.

Games — Amusement machines currently being manufactured by western firms may be generally classed as arcade machines. One firm also recently placed its target gun with a Chicago manufacturer. A very novel type of coin-flip game, deluxe in size and style, is also being made in limited quantity.

Ice Cream Vendors — Western manufacturers tend to concentrate on vendors for ice cream bars and some of the earliest offerings in this field were made by western firms. Three manufacturing firms now produce vendors, or have developments on the way. One firm offers a vendor for standard ice cream packages.

Ice Vendors — Probably vendors for dispensing packaged ice have been known longer in this area than in any other section of the country. At least two western firms produce such vendors and they are considered to have reached a high stage of efficiency.

Golf Teeing Device — The *Mozel* automatic electric tee practice device is made for coin operation also, and is considered unique in this field.

Mirror Cabinets — Western firms claim credit for pioneering in this idea, so novel for point-of-sale advertising in music, and the use of the cabinets is probably more widespread among western operators.

Movie Machines — Western firms and engineering talent claim credit for the innovation of fully automatic movie machines for coin operation. Western firms now produce drop picture devices and viewers of various types.

Newspaper Vendors — A California firm offers a machine of this type.

Pin Ball — In the pin ball games field, as in the cigarette vendor field, western firms must fall back on past laurels and emphasize the many successful games ideas that have been originated through the years. Western firms also say they are ahead of the parade and now feature the most advanced ideas in shuffleboard.

Pencil Vendors — One western manufacturer now features a 5-cent pencil vendor, and also a vendor for dispensing Tums at 10 cents.

Photographic Machines—A western manufacturer now has on test a coin-operated machine that will take four different poses for 25 cents.

Pop Corn Vendors — Western firms have set a record for developments and advances in the practical expansion of vendors to dispense hot pop corn (pre-popped), and new ideas are still appearing. One of the most recent offerings is the *Bonanza* vendor. There are also pioneer firms in the trade here that have laid foundations for success in the field and that produce vendors with a long reputation. At least four manufacturing firms are producing pop corn vendors.

Postage Stamp Vendors — The *Shipman* line of vendors is well known in this field. The firm has a rather complete offering, with models to form a battery of machines, or single vendors to fit most any type of location.

Post Card Vendors — Here again the Shipman firm offers vendors adapted to modern merchandising of view cards.

Radio — Western firms were very active in the postwar revival of coin-operated radio and some popular trade names in the field are still produced. A Denver firm, the Hospital Radio Corp., has recently developed a special model for use in hospital rooms (bedside).

Razor Blade Vendors — One western manufacturer currently has this type of vendor.

Sandwich Vendors — The trend among western firms is to develop hot dog vendors, which may be classed as hot food vendors, or as hot sandwich vendors. The *Dog In A Kennel* has probably been the most widely publicised. Three firms have announced developments of this type of vendor.

Scales — The name of Ideal still holds its position as one of the pioneers of the nation, as well as in the West Coast industry. Models are modernized in keeping with the times, and a son of the Pioneer Stark manages the firm. As reported elsewhere, Charlie Fey, the pioneer inventor of the West, also contributed very early ideas to the advent of coin-operated scales.

Shoe Shiners — Four western firms are currently active in this field, and western firms also claim credit for pioneering ideas. The western territory has also been favorable for operating. *Bonanza* is a very recent offering and the *Douglass* shoe shiner is being offered in a new model.

Shuffleboards — The contribution of the western territory to the expansion of shuffleboard was described more in detail in our February number. About 15 manufacturing firms in the western area are now producing shuffleboard tables and accessories.

Target Guns — The name of Dale probably stands out in this field, and one of its developments has been placed on the market by a Chicago manufacturer. MacGlashan also recently offered a target device which may be had in coin-operated model.

Telescopes — Coast Instrument Co. offers both telescopes and binoculars for coin operation.

Television — The name of *Solotone* has recently obtained big national publicity, in connection with the 1949 Coin Machine Show, for its equipment offered for use with television under coin operation. Gott Radio has also been among the pioneers in this field. A Seattle firm is active in the field.

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Tooth Brush Vendors — The pioneer in the field of specialized vendors for tooth brush kits belongs to a western firm, which has had national publicity for its innovation. Firm currently reports that more than 2,000 machines are now in use.

Typewriters — Apparently, a West Coast firm has the only coin-operated typewriter actively on the market at the present time—the *Coin-N-Type*.

Vitamin Vendors — Two West Coast firms pioneered in this vending idea. One of the manufacturers currently reports that the trend in vitamin usage in plants has been downward since the war, and hence the vendor has been converted to dispense other products.

Voice Recorders — One western firm is reported active in this field currently. Another firm pioneered in a device using wire recordings but is reported inactive at the present time.

Wired Music — Whether this classification is used for telephone music circuits, or other wired hookups, the names of *Pantages* and *Solotone* are prominent in the field; both of these firms are also pushing developments in the field of television. A San Francisco firm has also been active in the production of wired music equipment.

Laymon Showing New Bally Spot Bell

LOS ANGELES — Another new console has been added to the Bally line—Spot Bell — and Paul A. Laymon, Inc., is currently showing the device. New spotted symbols, single cherry winners, single orange winners and all the extra coin-appeal of the fastest one-ball game are claims made for the new console.

Laymon advises that the Bally Citation continues to hold paramount interest in these parts and that the one-ball free play is "going to town" for operators. In addition, Laymon is doing a brisk business in shuffleboards and finds that operators are using the new Score Boards along with their shuffleboard installations with good results.

Another new comer in the Laymon line-up is the Phillips New Bole, a locally manufactured game which combines shuffleboard with roll downs using pucks for playing. The nickel device has a lot of interesting features which make it an ideal operator's game and the reception has been exceptionally good on the initial showing.

"Arrow Bell" Big Seller At C. A. Robinson & Co.

LOS ANGELES—"The greatest cash box appeal of all time is included in Universal's sensational *Arrow Bell*," says C. A. Robinson, exclusive distributor for Southern California and Nevada, "and operators are losing no time placing their orders for this terrific money-making console."

Robinson, one of the West's outstanding distributors, points out that the new "Wild Arrow" feature creates suspense and continuous play. "When a 'wild' arrow remains lit after the reels stop, every symbol on an adjacent reel becomes 'wild' to complete a possible award. This feature affords a real come-on that builds repeat play."

There is also a new scoring principle, which multiplies every winner with each coin, and a new jackpot appeal.

Arrow Bell is built for easy servicing," says Robinson. "The mechanism, which is silent in operation, is armor plated and can be taken completely apart in minutes."

Robinson is also doing a bang-up job on Jennings' *Sun Chief*, which permits use of any reel combination, including Wild Indian, Tic Tac Toe, Club Reels or Regular Reels.

WASHINGTON D. C.

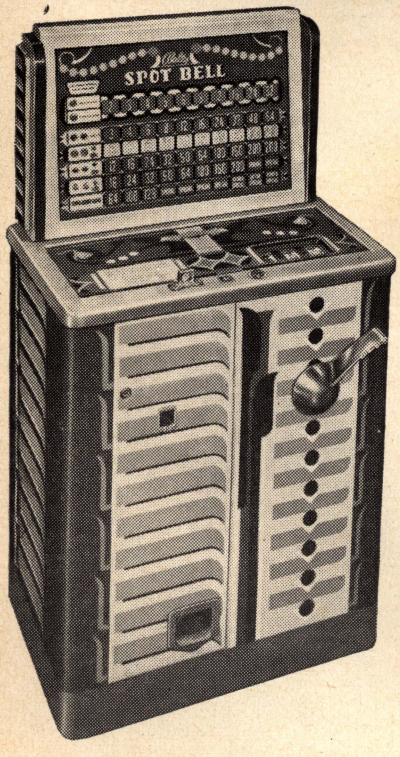
Materials Situation

Early summer is likely to see a lively battle of words over the steel situation. That will be the time when Congress will have to take some action regarding the future of steel allocations. Extension of authority for voluntary agreements until Sept. 30 was admittedly a political move on the part of the Democrats to pave the way for a consideration of so-called "stand-by" controls. Such legislation would permit the President to slap compulsory controls on any commodity if deemed necessary because of scanty supplies.

However, it looks doubtful that stand-by controls can be passed in view of staunch opposition on the part of the GOP bulwarked by Southern Democrats. A distinct possibility is that even voluntary allocations will be dropped by the end of the year. Production of steel this year is estimated by the industry at 70,000,000 tons, approximately equal to domestic requirements. Voluntary agreements are presently siphoning off about 11 per cent of all steel produced.

The export situation for coin machines looks gloomy for 1949. About the only encouraging point is the possibility that Canada may drop restrictions, or at least adopt a quota plan. A whole host of "luxury" items was recently removed from the nation's banned list and placed under a quota. Commerce Department experts say Canada's dollar situation is continuing to improve — which may eventually permit

(See WASHINGTON, page 16)



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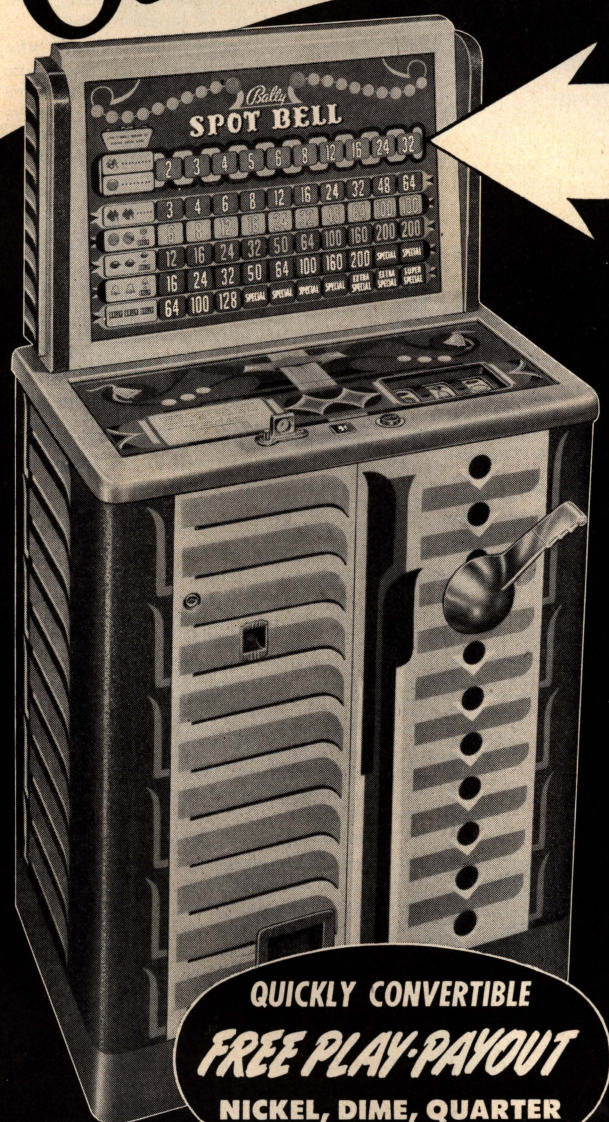

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Shuffleboard Becomes a Must For Alert Operators

By William (Bud) Parr

I believe the coin controlled scoring units are the thing that will perpetuate shuffleboard as a paying game for the location and the operator. Such equipment will make the boards pay doubly for the location and the operator will share in such prosperity.

The scoreboards and coin control make possible a full check on play and also collection of revenues. Such equipment opens the way for operators to get into the shuffleboard business and to make the kind of money that belongs to the operating profession.

My firm is given credit for selling more than 2,000 boards and in the last year or so we have had contacts with many operators and have seen them get into the field and come out ahead. During the present year there will be thousands of operators in all parts of the country who will consider investing in boards, because this equipment is now getting a lot of publicity.

After selling equipment to so many men, I can address my remarks to the operators who are now considering shuffleboard or will be buying boards in the near future. Many of our customers were inclined to hesitate at first, but when the facts about shuffleboard are frankly considered an operator soon recognizes that the business is not only a must today but it also has big opportunities.

Whatever else may be said about shuffleboard, I want to say right in the beginning that the boards will make good money, big money for operators who care for them properly. The boards must be kept waxed properly, must be kept clean, polished and neat. And boards must not be allowed to stay on location in which the playing board has become warped. A warped board simply kills the business. It is the neglect of location owners to give the proper care to boards that has opened the way for operators to come in and give service, and operators must forever keep that in mind.

WILLIAM (BUD) PARR

Shuffleboard itself is not a new thing but coin control and making it pay cash, as well as draw trade for the location, is something new. The operator can get equipment today that has everything in play appeal, is durable and will operate efficiently. We stress durable playing fields and know that operators can give locations the kind of boards that the place can take pride in.

Operators who have music machines or games know what an impressive piece of equipment can mean in getting locations. Well, shuffleboard is impressive and it not only appeals to the proprietor of an establishment but it also appeals to the customers. For that reason, it becomes a must for many kinds of establishments today, if they are to win trade in competition with other places that do offer shuffleboard.

Thus, operators will find all their good locations asking for shuffleboards, and if one operator does not supply them, there will be a competitor who will. So shuffleboard becomes a must for every operator who wants to do business with and hold the top 50 per cent of locations today.

These are the facts that operators who have hesitated about shuffleboard must face in this good year, 1949. Locations that have hesitated in the past will take on shuffleboard, if they can in any way provide space. Establishments that have provided shuffleboard for free will welcome the operator that comes along with coin control, score boards and equipment that controls and checks play.

This is a year in which shuffleboard use will spread fast and wide. I have seen in one year the operation of boards spread out in an ever widening circle. Our firm soon found demand for boards coming from Denver and Texas, and now in a rapidly expanding circle over the area. This gives an idea of how fast shuffleboard is becoming the new national pastime. And the game has merit, as proved by the long years of history. The idea now is to get good operators into the business and thus give the public tops in equipment and service.

The men who are now making bigger money with shuffleboard than they ever made with other equipment are showing that they can keep boards in better condition than employees in a location are likely to do. This is one thing that must be stressed to operators who get into the shuffleboard business: they must give service, must put a little extra effort into making the boards pay. Operators of music and games may get lazy; it requires regular service for shuffleboards but they also pay much better.

While ordinary shuffleboard games have retained their popularity for years in some sections of the country, the operator can now get equipment so much better designed to get customers and to keep them coming back. All this increased play makes bigger money for the operator and we who make and sell boards are interested in keeping the customers playing at the highest pitch.

Operators who take up shuffleboards this year must be urged to make definite plans to increase the number of people who will play the games. This calls for tournaments, for teams, for various ideas to keep play at a high level. There is a sufficient variety in boards and equipment to appeal to all classes of players; the games that can be played on a standard board can also be varied to give spice to the amusement device. Every operator must put these ideas into practice and in that way spread the popularity of the game, as well as make his investment in it pay bigger dividends.

Some operators hesitate about the cost

BUD PARR, the author of this article, has the reputation of selling more shuffleboards in the famous Southern California area than any other firm. As head of General Music Co., Los Angeles, his sales of boards have extended over many states and sales keep expanding. He sells the Olympic boards and accessory equipment.

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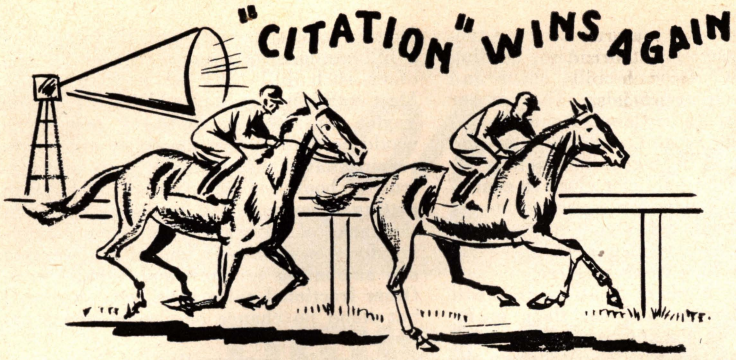

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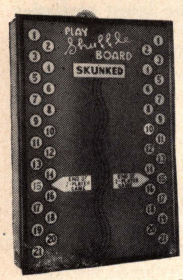

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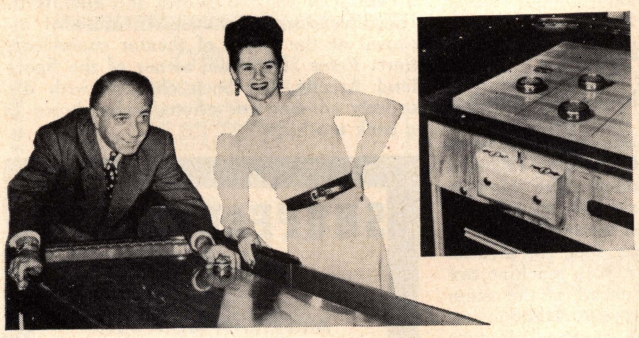
Scoring keys are located at each end of the board. Control key is located at the bar or cashier's cage, assuring receipt of payment. A meter within the scoreboard registers the number of games played. Details on request.

NATIONAL SHUFFLEBOARD COMPANY — ORANGE, NEW JERSEY — TRADE MARK — REG. U.S. PAT. OFF.



Our operators' "take" is $50.00 to $100.00 per week for EACH shuffleboard out . . . Of course, the amounts vary from week to week and from location to location BUT the fact remains that the "take" is always substantial . . .

Deal with National Leadership for large profits . . . The National Shuffleboard Company, the oldest and largest manufacturer of Shuffleboards in the field, with coast to coast distribution, has a number of sales and operating areas open to qualified operators.

Investigate today . . . Ask about our big profit plan . . . A letter or telephone call and you can find out if your territory is open.

NATIONAL SHUFFLEBOARD COMPANY

Orange, New Jersey

Distributors in all Principal Cities

of boards. At first this may have been a real obstacle, in comparison with some types of equipment, but now the fact is well established that shuffleboard will pay big dividends on the total investment. The only caution is that operators who are new to the field not neglect their equipment. They must also prepare to do some merchandising to keep play at a high level. Shuffleboard is something that can be boosted through contests, through appeal to the social nature of people—a thing that was not so practical with novelty games. Equipment may cost more, but on the basis of investment, an operator has so much more to work with when he puts out shuffleboard tables.

No game idea, on which coin control is practical, has yet appeared which has so many possibilities as shuffleboard. It can be made to appeal so much to the sociability of people in clubs, neighborhood taverns and other establishments that it will surely become a national pastime, something like the spread of bowling as a pastime.

Men who are thinking of shuffleboard should not overlook clubs and similar establishments as good locations. Also, bowling alleys in most cases have the space and will prove excellent locations. The number and kinds of spots for placing shuffleboard are increasing, as the reputation of the game spreads. The big selling job is already done, in the publicity given to shuffleboard, and it is now for operators to get quality equipment and offer it to the many thousands of locations that are waiting for some operator to give them service.

Actually, the kinds of locations that will accept shuffleboards, and use them profitably, are still on the increase. This is important to operators who plan to place the boards this year; the fact that the location field is still widening should be a big encouragement.

The neighborhood tavern has received most attention and still is a choice spot in which to place shuffleboard. But the list of possible locations would include not only taverns, but hotels, clubs, recreation centers, arcades, airports, resorts, lodges, servicemen's centers, and others. Every operator in the music or games business has several locations that need shuffleboard and will pay excellent returns.

Experienced operators already know how to get locations and there is no selling job after all, for most locations are demanding shuffleboard or just waiting for it. Shuffleboards can be handled in a number of ways, so that the operator has a much bigger leeway than when he invests in most other types of equipment. There are some locations that still want to buy their own boards, but here the established operator can sell the board on various plans, or offer to service the board at a profitable fee.

This is the year for established operators in the music and games business to take on shuffleboard and make much bigger earnings in 1949 than for any year since the lush times during the war period.

Immediate Delivery!

FROM STOCK!

RUNZEL Pushback Wire

18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combination, available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for Inter-Comm Cable.

RUNZEL Cord and Wire Co.
4723 W. MONTROSE AVE.
CHICAGO 41, ILL.

WASHINGTON

(Continued from page 12)

abandonment of the no-import decree on coin machines. No change is expected by Commerce in European policy, and the best that can be hoped for in Latin America is the status quo. Duty hikes on coin machines placed some time ago by Mexico are certain to continue for the rest of the year. A few South American countries hit by inflation are mulling increased tariff fees. The Philippines recently slapped on tariff restrictions which hold imports of automatic phonographs to 60 per cent of the total bought during the 1948 fiscal year. Imports of amusement games are restricted to 40 per cent of the 1948 total. The only exception is for second-hand phonos selling for less than $75, which are uncontrolled.

More Revenue Paid

The Internal Revenue Bureau's report on coin machine taxes collected in December showed an astounding increase over the same month in 1947. Collections amounted to $836,118 as compared with only $395,433 for the preceding December. The increase over November was nearly 100 per cent for one of the largest month-to-month gains of the entire year. For the first six months of the current fiscal year, coin machine tax receipts ran $1,387,343 ahead of the same period for the preceding year. Discounting a whopping increase in personal income tax collections for the six-month period, Uncle Sam's over-all income from taxes was off a billion dollars, with excises accounting for most of the decline. The coin machine levy was a shining exception.

If Congress finally passes legislation calling for a coin of a new denomination, it will be over the frantic protests of the Bureau of the Mint. John McCormack, House Majority Leader, recently introduced a bill authorizing a seven-cent piece, and other such bills can be expected later. Mint officials, including Director Nellie Tayloe Ross, claim that any new coins would be more bother than they are worth, causing havoc with cash registers and systems of bookkeeping. Another difficulty in getting a new coin bill passed is a split in the ranks of advocates, with some clamoring for a seven-center and others wanting one amounting to seven and a half cents. Other fractional coins have been suggested but stand no chance of Congressional approval.

Per capita consumption of ice cream last year was 18 pounds, according to the Dept. of Agriculture. This figure represented the second successive yearly decline. Prediction for the current year is that the decline will continue. Per capita consumption in 1947 was 19½ pounds, while an all-time high of 23 pounds was reached in 1946. In the boom year of 1928, only 9 pounds was consumed per capita.

Chewing Gum Output

Preliminary figures from the census of manufacturers taken last year by the Census Bureau showed a vast gain in chewing gum production since 1939 when the last official figures were collected. The latest statistics are for 1947 and show that 37 manufacturers put out $148,300,000 worth of gum at the wholesale level. This represented an increase of 144 per cent over 1939. Ten new gum makers entered the field between the two censuses. Gum costs skyrocketed during the eight-year period. Expenses for labor and materials were only $23,000,000 in 1939 but jumped to $92,500,000 for 1947. The number of employees in the industry was 5,472 in 1947 as compared with 2,627 at the time of the earlier census.

Pass Gas Station Ordinance

SEATTLE—The Vancouver, Wash., city commissioners have passed an ordinance outlawing self-service filling stations in that city. The ordinance, specifically, makes it illegal for anyone but owners or proprietors of garages or service stations, or their employees, to fill gasoline tanks of autos or other containers.

Meanwhile, in Seattle, the Self-Service Gasoline Dealers' Assn. has incorporated, but the city council has yet to act on whether it will permit installations here.

John A. Clynch has announced plans to operate a self-service laundry. Operation of bell machines in Twin Falls, Ida., ended at midnight Dec. 31; they have also been banned in Boise. Borgil A. and Anne E. Raketty, and Rose E. and Keith E. Putnam, have incorporated as Raketty Vendors with a capital of $50,000 to own and operate tobacco vending machines. In spite of approval of the board of theater supervisors, here, Peter Silverman, owner of the Sportland Arcade, has been charged with disorderly conduct for photographs shown in a peek machine.

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OLYMPIC ROYAL
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Los Angeles 15

AUTOMATIC MUSIC

FUTURE PLANS FOR MOA

by GEORGE A. MILLER
Chairman, Music Operators of America

It is now generally known that there were more than 130 music operators and representatives of various music associations from all parts of the nation at the meetings of the Music Operators of America in Chicago during the 1949 Coin Machine Show. This large attendance surpassed by far the fondest expectations of the executive committee and other members of MOA who had worked hard in preparation for the meetings.

Speaking for the officers and committee and others who worked in preparation for the meetings we appreciate this expression on the part of music operators of interest and enthusiasm for the organized work of the industry. Not only the attendance, but the discussions and other happenings during the meetings indicated that operators are vitally interested in their business, its future prospects, and organized plans to help operators make more money.

Many things were discussed during the meetings and operators expressed their views frankly about a number of subjects concerning the trade. Some talk of organizing a national association was heard, but it was the opinion of the majority that we should remain as a national committee representing the music operators of America and at all times keep music separate and apart from all other coin-operated equipment.

It was understood that the subject of the national association would be discussed from all points of view at the meeting, for operators have been talking for a number of years about a national association. The subject has not been dropped by any means and a special committee has been appointed to study this subject during another year, and report back their views and findings at the next annual meeting in 1950.

This special task committee to study the feasibility of a national association for music operators, and which will report next year, will make recommendations for the most appropriate form of organization for music operators in the future. The committee will recommend definitely to continue as a national committee, or be set up as a national association. This committee consists of Richard Schneider, East St. Louis, Ill., chairman; assisted by E. A. Conforti, Milwaukee; Mike Imig, Yankton, S. D.; Irving Ackerman, Detroit; and Fred Erisman, Longview, Tex.

Music operators have rightly decided to keep music separate and apart from all other coin-operated equipment. I want to go on record as definitely supporting this view as long as I have anything to do with the California Music Operators Assn., or the national committee for the MOA. I shall never agree to all types of coin-operated equipment being represented by one organization.

Some types of equipment are questionable, whereas music has been considered legal in every instance, with possibly one or two exceptions. I think that national groups, such as our national committee representing the MOA is in order, but only for the purpose of representing the automatic phonograph industry in situations where Congressional bills and matters of national importance affect the industry as a whole.

I feel that all associations representing music should be state organizations, strictly under local autonomy, and that we should all be associated with the national committee, such as we now have through the MOA.

I do not believe that a national group could sit in California and tell the operators in the State of New York how they should conduct their businesses. I believe that conditions in each state and locality are separate and distinct and call for local supervision.

When music operators take such a definite stand for their own separate organizations, perhaps an explanation more in detail is in order. It is not that we oppose organizations for other types of amusement machines and coin-operated equipment in general. I believe there should be amusement associations, on a state-wide basis, governing that part of the Coin Machine Industry which is generally known as the amusement machines division.

I also think there is a place in the Industry for such organizations as the Coin Machine Institute, which represents manufacturers who are striving to bring closer cooperation

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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Organized to Protect the Automatic Phonograph Industry

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
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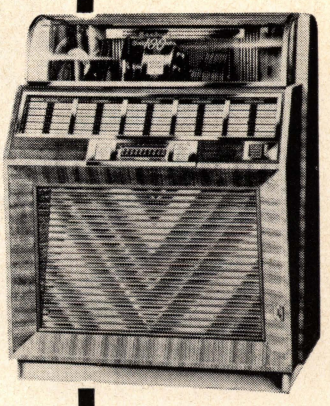
INSTALL A NEW SEEBURG SELECT-O-MATIC 100 and Watch the Coins Roll in!



IT'S FASCINATING—people put coins in to watch it work! **IT'S A MUSICAL LIBRARY**—with 100 selections grouped in 5 musical classifications. **IT'S ECONOMICAL**—reduces record breakage and servicing to a minimum. **IT'S CONVENIENT FOR CUSTOMERS**—Wall-O-Matic 100 permits remote selection of 100 tunes from any part of the room. **IT'S DELIGHTFUL TO HEAR** — equipped for Scientific Sound Distribution. **IT'S GOOD-LOOKING!**

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between all types of associations and the manufacturers. This broad move by CMI will build up a lot of good will, better understanding of each others problems, and in time there will not be a lot of over-production of equipment. The general program of cooperation will help all associations within the Industry and will help operators in time to find themselves in a more favorable position from a financial standpoint.

In talking to many representatives of the music division of the trade from all parts of the nation, I find that the income from automatic phonographs has declined almost 50 per cent. However, equipment is still being sold at an all-time high and too much such equipment has been sold over the entire nation. This basic fact was in the background in all the discussions during the meetings in Chicago, and it underlies all of the problems and questions that come up at the present time.

Operators recognize that over-production of machines can only mean one thing—jobbers and distributors must make their alloted quotas to retain their distributorship and in turn must sell their merchandise to operators somewhere. It is well-known that in many instances the purchasers of equipment have been unable to pay for these machines, due to the merchandise being oversold to said purchasers or operators. It should be kept in mind that we as music operators have tried to analyze the whole situation and want to do our part in helping solve it.

There is really a multitude of circumstances that have caused a recession in the automatic phonograph business, and these circumstances can only be corrected by most careful study by manufacturers, jobbers and operators as a whole. The music operator should not and must not shirk his responsibility and his part in helping to correct the whole situation to date. The national committee for the MOA is going to attempt to assist operators and all others concerned in meeting these problems and bring about a solution.

The officers and committees of MOA were re-elected by unanimous vote and with expressions of approval from the body for their work and effort during the past year. Many good results were reported in organization work among music operators in various states and cities. I know this work will go forward through another year, encouraged by the heartiest support and expressions of cooperation from operators that were at the meeting.

There will be a number of facts and legislative problems during this year, and probably some federal legislation that may threaten the business. The officers and committees of MOA will be on the job ready to report and also to get into action, cooperating with other agencies that may be helping to fight this problem also. But at the same time we plan to go ahead with another big year of organization work, to get operators in all states and cities organized and helping to solve the Industry's problems in general. The cooperation of music operators everywhere is solicited in this great work.

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Convention Publicity Up In Business Papers

CHICAGO—Always an important aftermath of the annual coin machine trade convention is the publicity that appears in magazines and newspapers. Mentions in financial and business papers are considered especially helpful to the trade.

The 1949 Coin Machine Show gained front page mention, in considerable space, in the New York *Journal of Commerce* and also the *Wall Street Journal*—the stories being reported by the Chicago news staff of each paper.

The WSJ used 10 column inches, with the heading, "Juke Box Television: You Pay Your Nickel and Pick Your Show." The J. of C. used 13 column inches, with the heading, "New Coin Machines Taken Off Profit Reducing Diet of Nickels."

Even in financial newspapers there is the object of looking for a catchy headline. Television is much in the limelight these days, hence it becomes a natural for headlines—and also boosts the firms adapting TV to coin operation. Solotone Corp. seems to have stolen the show also in getting newspaper mention in the TV field. Even a United Press dispatch widely used by UP papers headlined television and gave *Solotone* prominent mention. H. F. Dennison, Dennison Sales Co., selling Solotone, also appeared in many of the stories.

Thus, television proved the biggest publicity getter for the 1949 convention outside trade mediums, but in the trade itself it would appear that shuffleboard held the limelight in point of prominence. This boost for TV sets in business papers should do much in promoting the use of coin operation in this field during the year.

The WSJ devoted its entire report to coin operation as applied to TV sets, using Solotone as an example, and emphasizing that "up till now, tavern owners have had to foot the bill for television programs and in addition have watched their automatic phonographs stand idle while television was on."

Then the new use of TV sets was described by saying that eating and drinking establishments can get television on the same basis as they have been getting phonographs, that the customer puts a nickel in the slot and selects his TV program. The news report also explained that systems or hookups being offered to the trade also allow for the selection of four different radio programs, or of ten records. Then added that on the Solotone system the customer gets six minutes for his nickel, whatever type of entertainment he selects.

In all, the Journal's report is a decidedly favorable boost, and it is significant that no mention is made of any hitches or difficulties that might occur in use of TV hookups.

The Journal of Commerce emphasized in its report the general view among manufacturers and operators concerning "the widening spread between costs and profit margins, that exhibitors and operators point to rising costs of materials and labor while their return has remained about constant on the basis of a 5-cent coin volume. Some have changed their machines to accommodate 10-cent pieces and in some instances even higher denominations. Others, however, have stayed with the nickel for fear of what might happen with a shift to higher prices."

Obviously, the reporter had conferred with members of the trade to get at what is the center of Industry thinking. The report stated that the convention opened with expectancy of an attendance of about 12,000 people, that CMI included about 1,000 manufacturers, distributors and operators in its membership, that 80 per cent of the trade's coin machine factories are in the Chicago area, roughly meaning about 50 coin machine factories and also as many as 200 plants that supply parts.

The article also stated that about $1,000,000,000 in merchandise was sold through machines in 1948, that the trade was setting its sights on $5,000,000,000 in 1952, that coin machines are now placed in more than "2,000,000 stores, transportation terminals and other establishments."

It is to be noted that the Journal of

Another Allied Amusement "First" For Music Men!

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DESIGNED ESPECIALLY FOR WALL AND CABINET INSTALLATION OR IN CONNECTION WITH TELEVISION-PHONOGRAPH COMBINATION

GUARANTEED—ALL NEW MATERIAL—ALL PLUG IN

NATIONAL SLUG EJECTOR WITH MOUNTING BRACKET AND MICRO SWITCHES

GUARDIAN ACCUMULATOR

11 FOOT 110 VOLT CORD

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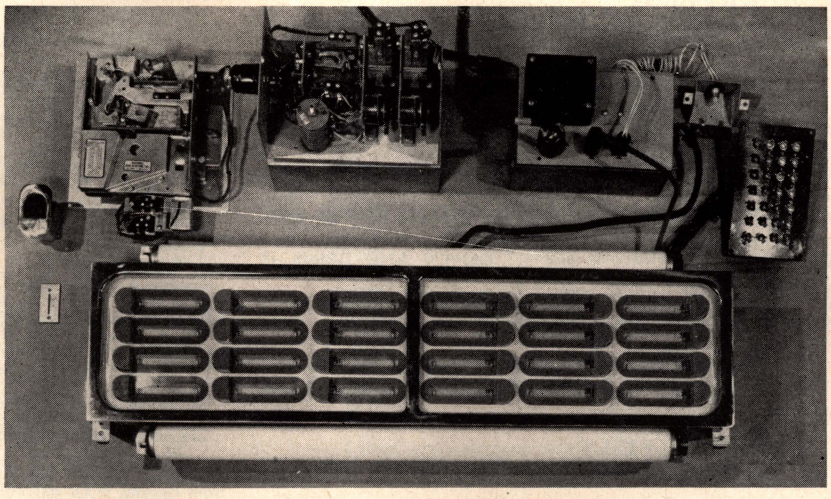
MAKE SELECTION LITE



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TV Setting For New Year Demands Operators Consider New Outlook

NEW YORK—The entertainment world seems agog at the expansion that may be made in television in 1949, apparently counting on this being a Television Year. The 1949 Coin Machine Show in January served as a kind of background to indicate what the music industry may be doing to adapt TV for music operators.

At least four firms were offering sets, or combination sets, so that music operators may enter the new field and also collect coins, if so desired. These firms were Aireon Manufacturing Corp., Dennison Sales Co. (Solotone), Trans-Vue Corp. and Videograph. Offerings by Dennison and Videograph have been on the market for some time, Aireon had announced its TV equipment idea a few months ago, and Trans-Vue was a new organization offering a specialized TV setup for operators.

Also, AMI, Inc., was showing test equipment and inquiring whether music operators want to enter the TV field. It is well known also that Tradio, Inc. has TV equipment but did not display such sets at the convention. Offerings by other firms are in the rumor stage.

Three general statements will probably summarize the TV outlook for music operators early in the new year:

1. In keeping with its long record, the phonograph manufacturing industry is adapting equipment to the use of operators and thus help them keep abreast of the times. Adapting TV to coin operation is not so simple and yet it has already been accomplished, and maybe to the great comfort of the tavern business which had been compelled to offer free television.

2. Television is being offered to music operators as a must, due to competition, rather than as opportunity equipment. The emphasis is likely to shift this year, and TV will be emphasized for its money-making possibilities. In cities where TV programs are already on the air, it is considered that operators almost have to take on TV to some extent, or else lose to competition. With TV spreading to other cities, music men everywhere are compelled to think about it.

3. Last year, reports circulated about violation of copyrights if TV programs were offered under coin operation. The prevalent opinon is that coin operation may be set up to offer sound and music through standard coin equipment under present law. The TV picture is offered merely as an adjunct to the regular phonograph entertainment.

Phonograph operators must chiefly gauge

(See TV, page 22)

Commerce mentioned shuffleboard ahead of television by saying, "Shuffleboard is one of the amusement machines which has gained a great deal of popularity and newer models on display at the show are expected to increase this interest." The report then ends with two paragraphs devoted to Solotone.

Advertising Age, a Chicago trade weekly, has been kind to the national coin machine conventions for years and devoted 26 column inches to reporting the CMI meeting. It featured the TV combination sets in its headline, also mentioned a lotion dispenser and the *Elco-bowl* game in its sub-head.

Television was pictured as "giving a shot in the arm" to the coin phonograph business, mentioned that costs of the sets are an obstacle to operators "whose phonographs stand idle while video sets are tuned in free for the customers in the public locations. Coin-operated video has passed the on-location test during the past year, however, and production is expected to gain steadily in 1949."

In addition to Solotone, the magazine mentions *Videograph* sets as already being used in New York, Philadelphia, Baltimore, Detroit, Cleveland, Miami, Milwaukee, Los Angeles and other cities. Then a list of firms said to be offering TV equipment is given which includes Pantages Maestro Co., Hollywood; Speedway Products, Inc., New York; Aireon Manufacturing Co., Kansas City, Kan.; Trans-Vue Corp., Chicago; AMI, Inc., Chicago; and H. C. Evans & Co., Chicago.

Other machine mentions in the Age include the suntan lotion dispenser offered by National Service Associates, Philadelphia, and the Elco-bowl bowling game by Electric Boat Co., Bayonne, N. J. The report also refers to shoe shine machines in a general way, saying that ten firms had them on display. Shuffleboard is referred to as "the big noise in the amusement field, with operators and location owners reporting success with regular leagues for the customers."

The declining export field was mentioned briefly, saying that representatives from nine foreign countries were at the convention.

RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

CAPITOL

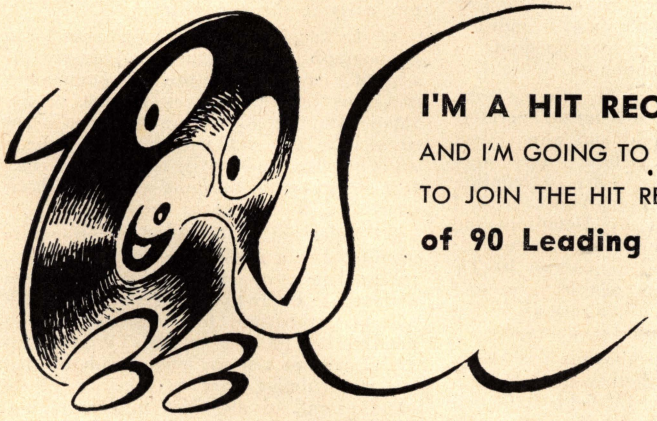
_____15371 BLUM BLUM (N V FT); IF YOU COULD SEE ME NOW (FT VC), *Peggy Lee*
*_____15372 CRUISING DOWN THE RIVER (Waltz V); COCA ROCA (N Samba V), *Jack Smith*
*_____15373 LA RASPA (Inst. FT); HOT CANARY (Inst.), *Paul Weston*
_____15374 ROSE OF TRALEE (V); MOLLY O'REILLY (V), *Clark Dennis*
_____15364 WHEN THE ANGELUS IS RINGING (V); MY DREAM IS YOURS (V), *Margaret Whiting*
*_____15365 I AIN'T GONNA WAIT TOO LONG (V FT); LEMON DROP (FT Bop V), *Woody Herman*
_____15366 MELANCHOLY MINSTREL (V FT); YOU'RE STILL THE BELLE OF THE BALL (V FT), *Gordon MacRae*
_____15367 I DIDN'T LIKE IT THE FIRST TIME (V N); SIT DOWN AND DRINK IT OVER (V Blues), *Julia Lee*
*_____15357 SO IN LOVE (V FT); A ROSEWOOD SPINET (V FT), *Gordon MacRae*
_____15358 IT ONLY HAPPENS ONCE (V FT); NO MOON AT ALL (V FT), *King Cole Trio*
_____15349 YOU WAS (V FT); SOMEONE LIKE YOU (V FT), *Peggy Lee-Dean Martin*
_____15350 FRANKIE AND JOHNNY (V FT); MAKE A MIRACLE (V FT), *Jack Smith-Margaret Whiting*

CAPITOL FOLK

*_____15368 TILL THE END OF THE WORLD (V); MOON OVER MONTANA (V), *Jimmy Wakeley*
*_____15369 I'VE LIVED A LIFETIME FOR YOU (V); WHEN MY CASTLES COME TUMBLING DOWN (V), *Eddie Kirk*
_____15375 I DON'T WANT YOU ANYMORE (V); TENEHA, TIMPSON, BOBO AND BLAIR (V), *Tex Ritter*
_____15362 I DON'T BELIEVE THEM AT ALL (V); DOMINO (V), *Cliffie Stone*

COLUMBIA

*_____38394 I'LL STRING ALONG WITH YOU (V FT); POWDER YOUR FACE WITH SUNSHINE (V FT), *Doris Day and Buddy Clark*
*_____38388 LET A SMILE BE YOUR UMBRELLA (FT), SWEET SUE JUST YOU (FT VC), *Frankie Carle*
_____38389 CON MARACAS (Rhumba VC); PETER, PETER, PUMPKIN EATER (Guaracha), *Xavier Cugat*
*_____38390 I'M A LONELY LITTLE PUTUNIA (V N); LITTLE GUY (V), *Arthur Godfrey*
_____38380 LOVE (FT VC); REDIGAL JUMP (FT), *Harry James*
*_____38382 CALLING DOCTOR GILLESPIE (FT); UP AN ATOM (FT), *Gene Krupa*



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The Review Selects
THE TOP TUNES
of Current Releases

Columbia 38394
I'LL STRING ALONG WITH YOU (V FT)
POWDER YOUR FACE WITH SUNSHINE (V FT)
Doris Day and Buddy Clark
Here is a smash version of an old timer which seems to be made to order for auto. phone use. The pair sing in perfect harmony and the warmth of the vocals will cull plenty repeats. Second tune is in brighter tempo and employing the same close harmony. A knockout platter for operators.

Columbia 38391
ONCE IN LOVE WITH AMY (V)
SUNFLOWER (V)
Frank Sinatra
Frankie is in top form on both these efforts. First is a love ballad by Frank Loesser. Delightfully done and with an infectious rhythm the fans will love. Second is a pert new tune praising the virtues of a lass from Kansas. Clever lyrics. Plenty repeat plays certain on both sides.

Tower 1456
FIVE FOOT TWO (V FT)
DREAM BABY (V FT)
Benny Strong
Don't let the fact that this is an oldie keep you from cashing in on this number. It's super Tower-iffic! Strong has an excellent band, the tunes have a snappy bounce, and the vocals are top bracket. Both sides pack a pile of merit.

Victor 20-3334
SUNFLOWER (FT V N)
LITTLE JACK FROST GET LOST (FT VC)
Ray McKinley
Here is a rustic version of the Kansas tune. The satirical digs at the homespun harmonies so popular in the hillbilly set are cleverly done. McKinley brings out the vocal and orchestral corn for a bumper crop and the catchy country music capers result. Second side is a musical condemnation of winter. Not too exciting. First side will make this platter pay off.

Victor 20-3324
ONCE IN LOVE WITH AMY (FT VC)
YOU WAS (FT VC)
Freddy Martin
This is an exceptionally fine dancer version of the pleasantly nostalgic hit from the New York musical production "Charley's Aunt." It is our belief this tune will eventually hit the top of the Hit Parade. The Martin Men do some top drawer harmonizing. Coupling has a bright bounce and a catchy romantic flavor.

Recommended Albums

Capitol CB-111
MARK WARNOW'S SOUND OFF. Sound Off, Stars and Stripes Forever, El Capitan, Hail America.
This album comprises two records featuring numbers featured on the Mark Warnow radio program "Sound Off." As reminders of army days the discs may get a whirl on phonos, es-

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pecially the first tune. The Souza marches are well done and special words were created for the chorus.

Capitol CC-110

PIANO SKETCHES by Skitch Henderson. Two Sleepy People, Jealous, Soft Lights and Sweet Music, Two Cigarettes in the Dark, Autumn in New York, Moonglow.

Six sides featuring the piano artistry of Skitch Henderson. A fine classical feeling is imparted into these familiar selections. Suggested for dining spots and background music.

Capitol CC-113

STAN KENTON ENCORES. Chorale for Brass, Piano and Bongos, Somnambulism, Capitol Punishment, Abstraction, He's Funny That Way, Peg O' My Heart.

An addition to the first efforts wherein Kenton endeavored to portray his new style of music sometimes known as progressive jazz. Tunes comprising these 6 sides are encores most often used on Kenton's tour of the country's music halls. Questionable for automatic use.

Capitol CC-125

RED NORVO AT THE XYLOPHONE. Twelfth Street Rag, Band in Boston Banned, I Don't Stand A Ghost Of A Chance, Take the Red Car, El Rojo, Summer Night.

Using woodwinds as musical backgrounds Norvo has set down a group of popular tunes showing a new technique in xylophone soloing. Crisp and dynamic are the approaches to musical perfection as his hammers tap out the various numbers. Dance spots will go for any of these platters.

M-G-M 38

SONGS OF THE EMERALD ISLE by Joseph McNally. Believe Me If All Those Endearing Young Charms, The Low Backed Car, The Gentle Maiden, Meeting of the Waters, Castle of Dromore, Lark in the Clear Air, Terence's Farewell to Kathleen, Has Sorrow the Young Days Shades.

With St. Patrick's Day just ahead this album comes in for more than fleeting attention. McNally is considered the finest Irish tenor since John McCormack and this assortment of Irish airs will find ready nickels if wisely used.

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*_____38392 IF YOU WILL MARRY ME (V FT); YOU WAS (V FT), *Doris Day and Buddy Clark*
*_____38391 ONCE IN LOVE WITH AMY (V); SUNFLOWER (V), *Frank Sinatra*
_____38387 I GOT LUCKY IN THE RAIN (V FT); YOU SAY THE NICEST THINGS, BABY (V FT), *Jerry Wayne and Janette Davis*
_____38383 SATURDAY NIGHT MOOD (FT VC); GRIEVING FOR YOU (FT VC), *Tony Pastor*

DISCOVERY

*_____DR 502 YOU'RE MINE YOU (V FT); I HADN'T ANYONE TILL YOU (V FT), *Mary Ann McCall*
*_____DR 500 ALL I DO IS DREAM OF YOU (V FT); I LOVE JEEMY (V FT), *Betty Barclay*

KING

*_____ 756 SOMEBODY LIED (HB V); MEMORIES ALWAYS LINGER ON (HB V), *Hawshaw Hawkins*
_____ 4271 DON'T TRY TO FOOL ME (V Blues); LITTLE MISS MUFFET (V Blues), *Mabel Smith*
*_____ 4269 MY WONDERFUL ONE (V); YOU SHOWED ME THE WAY (V), *Barbara Cameron*
_____ 758 OLD JOE CLARK (Sq. Dance); SKIP TO MY LOU (Sq. Dance), *Bill Carlisle*

M-G-M

*_____10357 DOO DE DOO ON AN OLD KAZOO (FT V N); BEAUTIFUL EYES (FT VC), *Art Mooney*
_____10355 ROCKIN' JENNY JONES (V Rhythm); HIGH JIVIN' PAPA (V Rhythm), *Hattie Noel*
*_____30176 PUSSY CAT SONG (V N); ANY STATE IN THE 48 IS GREAT (V), *Jimmy Durante and Betty Garrett*
_____10348 SOMEONE LIKE YOU (V FT); I'VE GOT MY LOVE TO KEEP ME WARM (V FT), *Art Lund*
_____10349 CARELESS HANDS (V FT); THESE WILL BE THE BEST YEARS OF OUR LIVES (V FT), *Johnny Desmond*

M-G-M FOLK

_____10353 GOD MADE THIS COUNTRY (V); THE ALMIGHTY DOLLAR (V), *Fred Kirby*
_____10352 LOVESICK BLUES (V); NEVER AGAIN (V), *Hank Williams*

SUPREME

*_____ 1512 YOU BROKE YOUR PROMISE (V FT); I'VE GOT THE SWEETEST MAN (V FT), *Paula Watson*

SOLO

_____10-001 ST. LOUIS BLUES (Inst. Whistle); THE BLUES (Inst.), *Cats and Jammers*
_____10-002 RIO COLORADO (V HB); WEARY, WORRIED & ALONE (V HB), *Tom Summers*

TOWER

*_____ 1456 FIVE FOOT TWO (V FT); DREAM BABY (V FT), *Benny Strong*
*_____ 1454 SUNFLOWER (FT VC); TELL ME THE TRUTH (FT VC), *Jack Fulton*
*_____ 1453 DON'T CALL ME SWEETHEART ANY MORE (FT V); I'LL GET BY (FT V), *Teddy Phillips*

VICTOR

*_____20-3336 NO ORCHIDS FOR MY LADY (V FT); WE'RE NOT GETTING ANY YOUNGER, BABY (V FT), *Tony Martin*
*_____20-3334 SUNFLOWER (FT V N); LITTLE JACK FROST GET LOST (FT VC), *Ray McKinley*
_____20-3331 SO IN LOVE (FT VC); WHILE THE ANGELUS WAS RINGING (FT VC), *Tommy Dorsey*
_____20-3333 THAT OLD BLACK MAGIC (V); I'VE GOT YOU UNDER MY SKIN (V), *Masked Spooner*
*_____20-3329 BLUE ROOM (V); WITH A SONG IN MY HEART (V), *Perry Como*
_____20-3323 TARRA TA-LARRA TA-LAR (V); STREETS OF LOREDO (V), *Dennis Day*
*_____20-3322 YOU, YOU, YOU ARE THE ONE (FT VC); MOONLIGHT ROMANCE (FT), *Three Suns*
*_____20-3327 ONE HAS MY NAME (V FT); DON'T HANG AROUND (V FT), *Jack Lathrop*
_____20-3315 LIVING IN A DIFFERENT WORLD (V Blues); UNTIL THE COWS COME HOME (V Blues), *Roosevelt Sykes*
*_____20-3324 ONCE IN LOVE WITH AMY (FT VC); YOU WAS (FT VC), *Freddy Martin*
_____20-3325 BRUSH THOSE TEARS FROM YOUR EYES (FT VC); THE MAN ON THE CARROUSEL (FT VC), *Ike Carpenter*
_____20-3326 BEWILDERED (FT VC); CORN BREAD (FT), *Erskine Hawkins*
*_____20-3328 ROSEWOOD SPINET (FT VC); I GOT A GAL IN GALVESTON (FT VC), *Sammy Kaye*

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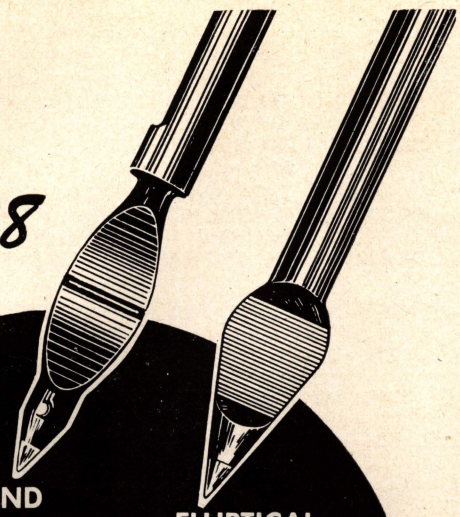

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		VICTOR FOLK
*	21-002	THERE'S NOT A THING (V); DON'T ROB ANOTHER MAN'S CASTLE (V), *Eddy Arnold*
*	21-006	CANDY KISSES (V); YOU'LL BE SORRY FROM NOW ON (V), *Elton Britt*
	21-003	OUT OF CONTROL (V); IF THE TRUTH WERE EVER KNOWN (V), *Dave Denney*
*	21-000	TOO BLUE TO CARE (V); I ALWAYS LOSE (V), *Bill Boyd*
	21-001	WITHIN THIS EVIL HEART OF MINE (V); SWEETER THAN THE FLOWERS (V), *Jesse Rogers*
*	20-3313	I'M A ROLLIN' (V); THAT MISS FROM MISSISSIPPI (V), *Roy Rogers*

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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

TV

(Continued from page 19)

their interest in TV by the general progress made in this field over the nation. As of Jan. 1 there were 52 stations on the air, in 30 cities; the FCC had already authorized 124 stations by that time, 51 of them having been approved last year. The total of all types of broadcast stations amounted to 3,217, including AM, FM and TV. New TV stations this year are expected to at least double the number approved last year, which will mean that music operators in a much wider field will be face to face with such entertainment.

The radio and motion picture businesses are reported to be much astir about the expansion of TV and how it will shape peoples' desires for entertainment. Some are saying that standard radio will lose most to TV, while the motion picture world plans to turn to TV in a big way.

Operators of movie houses are much disturbed about TV sets in the home and the consensus of opinion is that such sets will cut heavily into movie house attendance. About 1,000,000 TV sets were said to be in use at the beginning of the year and manufacturers of sets say demand is turning fast from radio and phono sets to TV. The spread of wire systems over the country for TV will greatly increase the spread of the new entertainment.

Operators of some types of vending machines will be concerned by the cutting down of movie attendance. Taverns may be affected adversely in the long run too, if home entertainment comes back into its own again due to television. There are some who predict that, as TV sets get into the home and programs become more popular, the use of television in taverns will not be the drawing card it was at the beginning.

Many music operators have predicted that TV will be less competition for phonographs when sets are found in many more homes. But TV also seems destined to become so big and so prosperous that it may offer opportunities in its own pulling power. Manufacturers are turning their sights in that direction and will adapt the new entertainment to coin operation as completely as possible.

Radio and the movies had a tremendous influence on music tastes and the popularity of songs and artists. Talent in these fields is now much concerned about TV and many stars are reported to be getting into the new field. Music operators must certainly expect that TV will also have much to do in future years with the popularity of songs and of artists. Operators have profited by the influences of radio and of the movies and they may expect to also profit from television as it makes new stars and new songs.

Financial newspapers have recently reported that TV is already spreading beyond the entertainment world, and into industrial fields. At least one firm is already producing equipment for use by industry and business. Such equipment would include a camera, power unit and receivers or viewers. In other words, an industrial user would have both his sending and receiving sets. So many uses have been predicted for this field that it sounds much like a dream. The phonograph trade has not made any great expansion in the industrial music field, but it would do well to watch this new development in the use of TV.

Music operators will marvel, along with the rest of the people, at the great expansion that will be made in television this year. The year will also likely decide what operators can do with TV, how profitable it can be made for them. This is a year in which operators must think about TV.

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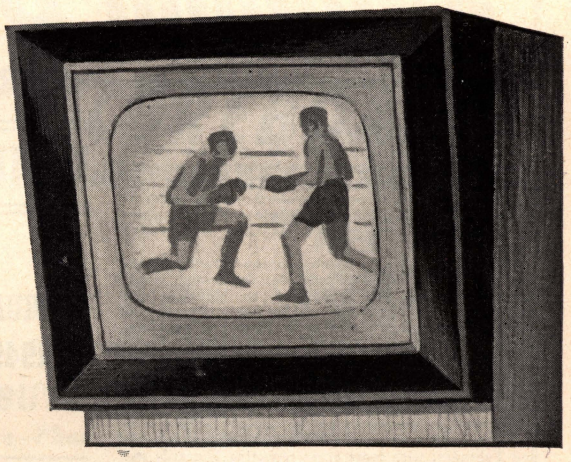

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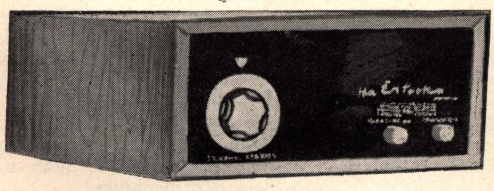

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Regional Business Reports

By REVIEW REPORTERS

Manufacturing Gains

The business of operating coin machines moved forward in February against the background supplied by general business conditions. The national picture brought more concern about an adjustment downward and this concern was reflected among operators, for it influenced the locations with which they do business.

But some reports reflected manufacturing gains that may be considered normal for the season. Shuffleboard activity still continued to highlight the amusement games trade and also manufacturers of pin ball and other games were finding a good demand, if the games happened to be "hits." Music manufacturers continued the increased activity which got under way late last year; it seemed too early to get full trade reactions on television and also the new developments in the record industry.

The weather proved to be the decisive influence in a number of coin machine centers during January and February, with some areas reporting blizzards and cold waves. Minneapolis happened to get its cold waves but the trade seemed optimistic, nevertheless. Denver and Spokane areas reported business seriously handicapped by cold waves. California and Texas had been hit by cold weather.

State legislatures became more active in February, following their usual course. But bills reported were following the usual pattern, with a new trend in taking in shuffleboards.

In one respect at least, reports on operators' routes showed rather clearly that route income tends to follow the general business trend in an area. Steel industry centers generally turned in more favorable reports from operators than many other centers; the steel centers also had the best official reports on store trade and other business activity.

General news was sprinkled with increasing reports of unemployment, but reports from the operating field were not conclusive enough to show how this trend is affecting coin machine routes.

Reports from various coin machine trade centers follow:

Cincinnati

Coin machine business on the average seems to have stood still during the past month, as though pausing before the plunge into whatever 1949 will bring. Opinions on this score are guarded, but optimistic.

Automatic music still remains in the "B" column of the BAROMETER, displaying about a 10 per cent drop from normal expectancy. This was entirely anticipated, considering income and real estate taxes to be met, along with renewals of licenses and the tendency of the public to be cautious in the first months of the year.

Amusement games, always associated with music here, showed a like drop in play, for the same reason. On top of this, the City of Cheviot, adjoining Cincinnati, and a lively games town, put into effect on January 1 its first licensing law.

Exhibitors of pin ball machines, which means location owners of all amusement games, must pay a license of $1.00, plus $25 for each machine displayed. Distributors, that is, operators are taxed $100 each to do business in the city.

Machines may not be moved from one room to another, or from the licensed premises, without permission from the Safety Director. Not later than the 5th of each month operators must furnish lists of all additional machines placed.

Only two or three operators are involved in Cheviot operations, and the number of locations affected is not known at this time.

Coin-operated shuffleboards continue to expand as to locations and in patronage at a very satisfactory rate, according to all reports available, although coverage at present is very limited.

Soft drink returns were not as good as last month, possibly due to the in-between weather, being neither hot nor cold, but very wet. Industrial spots were affected somewhat by lay-offs and theater machines by sluggish attendance figures.

Walter S. Mack, Jr., president of Pepsi, told Ohio bottlers in convention here that prospects for 1949 are "good". He believes we will have a year similar to 1948, he is quoted as saying. Various industries, he concludes, are going through phases of adjustment, and claims President Truman has the political power and financial resources to stop inflation and prevent a violent deflation.

Although candy sales were off, possibly 10 per cent from last month, volume of sales was offset by price reductions, enabling operators to enjoy adequate profits for the time of year.

Cigarette men were agreeably surprised by the showing of the automatics last month. While sales were off as compared with the same month last year, they were much better than expected, and the fags are once more in the Normal column.

The advent of machines which take a quarter and return a nickel in change was welcomed by operators, locations and the public. Spot owners like the idea because it obviates the need for having to furnish two dimes for every cigarette purchase. Sales were sometimes lost for lack of the proper coins, causing disgruntled patrons.

Pop corn enjoyed a month similar to the previous one, with chewing gum also remaining steady as to last month and last year.

Nuts showed a slight increase as Christmas purchases of consumers began to peter out.

Milk retail price dropped one cent, being very welcome to operators whose business was slightly off last month due to the weather and lay-offs. As this was anticipated, milk remains in the normal column.

More shoe-shiners are in evidence and they are reported to be doing very well.

Scales returned receipts adequate for the season, as some very huge, complicated apparatus put in an appearance.

At press time employment figures were showing an upturn, as several hundred December lay-offs were canceled by orders to return to work. Lay-offs were about one-third, as for the same period in 1948.

As this was written, a bill was introduced in the Legislature proposing a $100 fine for possession of slot-machines, with a $5000 fine, and 10 years in jail for a third conviction.

George Keith

BUSINESS BAROMETER

FEBRUARY 1949

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	N	B	B	A	N	N	N	N	N	N
Columbus	A	B	B	A	N	A	B	N	N	B
Denver	B	B	B	B	B	B	B	B	B	B
Los Angeles	B	N	B	A	B	N	N	N	B	N
St. Louis	N	N	N	A	N	A	N	N	N	N
Spokane	B	B	B	B	B	B	N	B	B	B
Twin Cities	N	N	N	A	A	N	N	B	N	N
Wash., D. C.	A	B	B	B	N	B	N	N	N	N

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Columbus

With a 9 per cent gain in business over this time last year, Columbus and Milwaukee, Wis., are setting the pace for the entire country with their high level of business activity, it was disclosed by Rand McNally's "Business Trend" for February. The two cities head all other metropolitan centers in the nation in percentage gain in business over 1948, the bulletin reports.

The Midwest zone, made up of Ohio, Michigan, Indiana, West Virginia and Kentucky, leads all of the eight zones in showing a gain in business activity, with a rise of three per cent.

Be that as it may, money is still a scarce commodity among local patrons of bars, cafes and amusements centers. To add to the woes of many music machine owners is the threat of television broadcasts which are scheduled to begin next month. WLWC, the Crosley station, is slated to start local operations then, while WBNT, Wolfe Industries affiliate, will launch video programs later in the year.

A report from nearby Akron has it that television in cafes there has considerably lessened revenue from both music boxes and pin ball machines.

Some cafe owners believe that once the novelty of video has worn off and new records are available for coin phonos in quantity the drought will be over. Others believe that video has sounded the "death knell" for phonos. Of course, only time and the courage of the Industry to meet the challenge will tell the tale. If careful and competent operation in the past is any indicator, the result cannot be other than successful.

Local phono operators are watching the battle of the big record companies on long-playing records. Many express the opinion that the consumer cannot do too badly by himself, since competition will more than likely result in cheaper products.

A proposal to add $70,000 to Toledo's

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general fund revenues by raising pin ball machine license fees $50 was suggested there by a new councilman, Robert Meffley. He said the current $100 fee produced $140,000 last year from the 1,400 machines in the city, and anticipates 1949 revenues of $210,000 if Council approves his proposal to boost the rate to $150. Council last year amended the ordinance to prohibit payoff devices and limit the number of machines in any establishment to two. R. T. Anderson, finance director, said that because of these restrictions revenue from this source should not be estimated at more than half last year's amount, or $70,000. Meffley said he believes the legislation would not result in a reduction in the number of license applications this year. Perhaps Meffley hasn't heard of the goose that laid the golden egg.

An ordinance providing for licensing and regulating amusement and music devices has been introduced in Cuyahoga Falls City Council. Should the ordinance pass, the city would collect an annual license fee for the privilege of operating each amusement device. Amount of the license fee was not set forth in the ordinance. The ordinance was turned over to the council's finance committee.

Shuffleboard activity is keeping up its steady growth. More and more of the new games are to be seen around the central Ohio area. People seem to be taking to them quite readily.

Mild weather has tended to keep soft drink activity up to a good level for this time of year. No new brands have been in appearance for some time.

Candy bars are returning more profits, as the result of cocoa beans' recent nosedive. Some manufacturers now sell a box of 24 bars for around 72 cents. Before, the average was 80 cents.

Ohioans' smoking habits are said to be going into their wintertime lull. William D. Bailey, supervisor of the excise section of the Ohio Dept. of Taxation, reported that January sales of cigarette tax stamps totaled $1,259,368, as compared with $1,594,100 in December, and $1,266,126 in January 1948. This was a decrease of one-half of one per cent.

Valentine's Day helped postage machine receipts generally, while milk continues to go over well in this warm weather.

Biscuits and crackers of better quality and at lower cost, with pure chocolate instead of the synthetic type, were foreseen at a recent meeting of the board of directors and bakers' council of the Biscuit and Cracker Distributors Assn. in Cincinnati.

Scales have been taking a beating—but literally! For many years they have been seen in doorways of stores, but recently they have been absent. One merchant reported that mischievous youngsters pounded them so hard they were always out of order.

George E. Norris, 74, inventor and one of the nation's earliest manufacturers of vending machines, died Feb. 4 at his country home in nearby Blacklick. He suffered a heart attack. He was founder of the Norris Manufacturing Co., local manufacturers of vending machines. He retired five years ago. One of his inventions, the Master vending machine, still is in use for the selling of ball gum and peanuts.

W. C. Arthurs

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FOR ALL SHUFFLEBOARD MAKES & MODELS

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MODERNE "STA-TRU" SHUFFLEBOARDS

Perma-Life Blacktop Playfield. Beautiful 3-tone all-welded 14-gauge steel cabinet. 20 and 22 ft. sizes.

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Denver

Conditions in Colorado for the past 45 days have been very bad. Blizzard after blizzard followed each other in rapid succession, especially throughout the Rocky Mountain area. Business in the small towns—and even in the cities of Wyoming, Utah, Idaho, Montana, South Dakota and Nebraska—has been stalled along with transportation facilities. The storms have come so often and with such fury that it is impossible to estimate the total loss in lives, stock losses and business since it all began last Jan. 3.

Weather conditions have affected operators; they have been unable to service their locations, and to collect monies from their routes. Collections have fallen down about 40 per cent. The situation looks bad for at least another 90 days. All cattlemen and farmers have been left in a very bad financial state, which will, of course, affect the music business.

City officials throughout Wyoming are studying the possibility of legalizing slot machines as a new source of badly needed revenue. The measure, however, will probably not be sought excepting as a last resort in case other plans to raise money fail. Before the enactment of such a law, the Wyoming League of Municipalities will ask the Legislature to increase to 25 per cent the sales tax revenue allotted to cities and towns and will seek for city treasuries at least 50 per cent of Wyoming liquor commission profits.

Despite some price recessions, business in general in Denver remains at a high level. While a "buyer's market is replacing the seller's market" in practically all lines, it is forecast that this year's business volume will equal last year's. There is no vacant office space in Denver, nor any vacant retail store locations.

Denver's "Platter Parade" mentions that male and female duets are proving very popular in new recordings. The upsurge of duets started last fall with the Columbia

DON'T TAKE LESS THAN THE BEST!

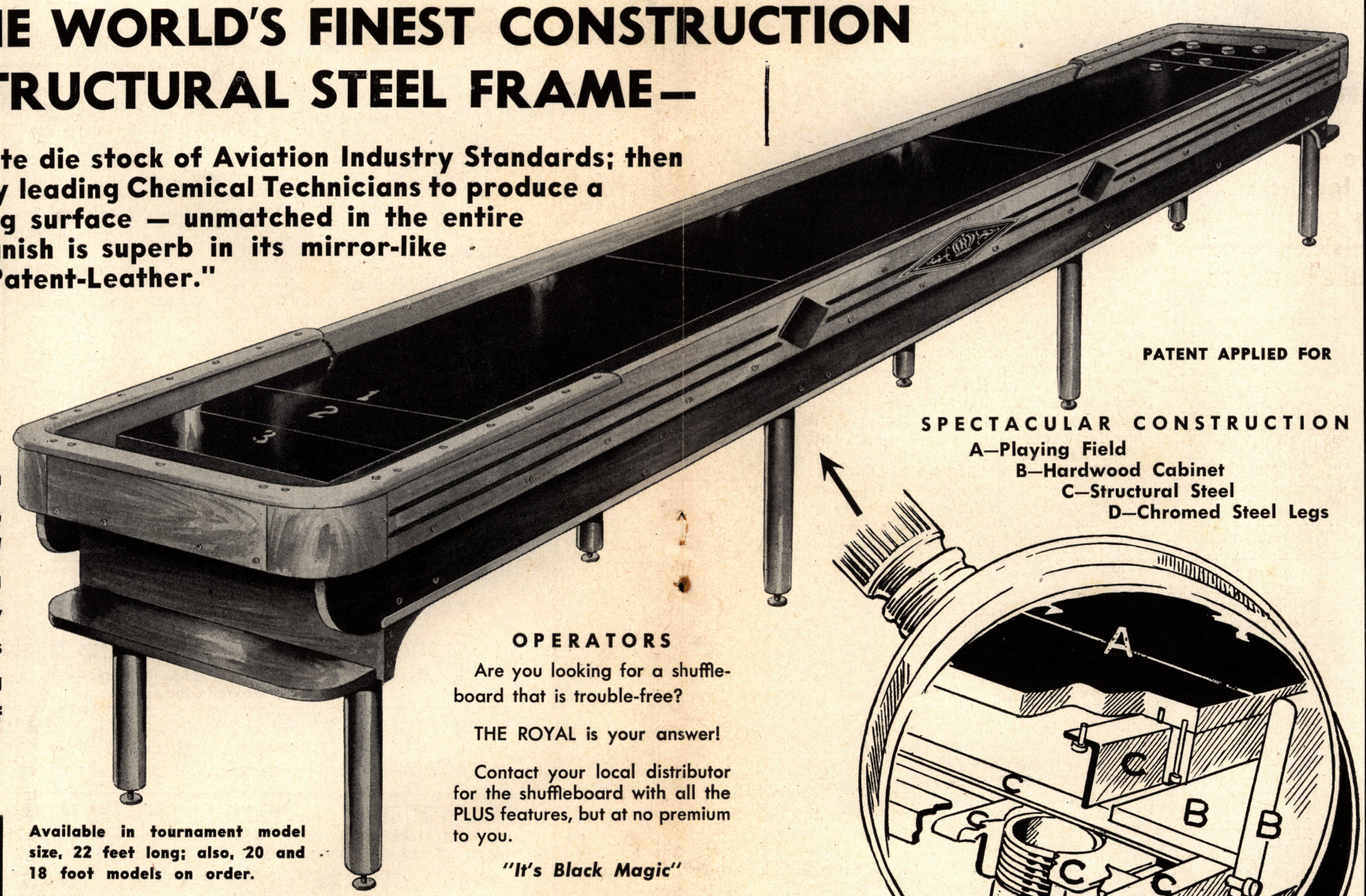
THE *Royal* SHUFFLEBOARD

IS THE

NUMBER 1 CHOICE OF OPERATORS WHO DEMAND QUALITY!

ROYAL OFFERS THE WORLD'S FINEST CONSTRUCTION
—ALL-WELDED STRUCTURAL STEEL FRAME—

Playing field is milled from Masonite die stock of Aviation Industry Standards; then treated by processes developed by leading Chemical Technicians to produce a durable, abrasive resistant playing surface — unmatched in the entire Shuffleboard field! The resultant finish is superb in its mirror-like resemblance to highest quality "Patent-Leather."



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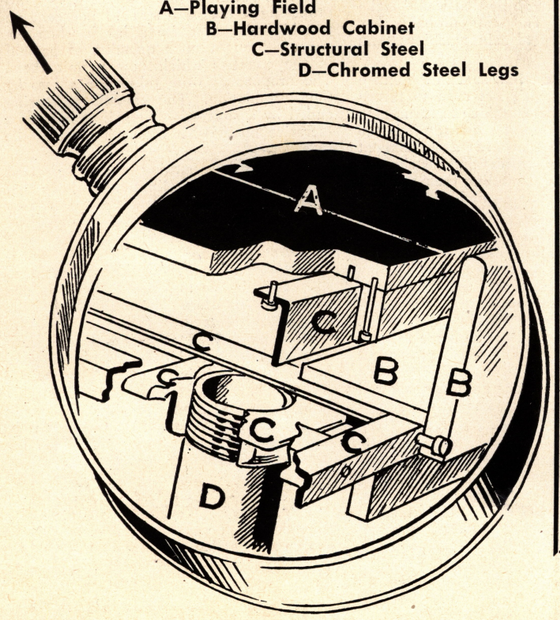
SPECTACULAR CONSTRUCTION

A—Playing Field
B—Hardwood Cabinet
C—Structural Steel
D—Chromed Steel Legs



CHECK THIS EXCLUSIVE ROYAL FEATURE

The playing field does not rest on a wooden cabinet (or supporting Bed) as is customary, but is independently supported by an *all-welded structural steel frame*—of which the playing surface is an integral part. Detachable, sturdy chrome plated steel legs rigidly secured to this steel frame allow direct leveling of the playing field—precision leveled to ten thousandths of an inch!

ROYAL IS THE RESULT OF RESEARCH ENGINEERING

It is fabricated in an aviation engineering plant accustomed to manufacturing products to close and exacting tolerances, unheard of today in the shuffleboard field. This is your assurance of a playing field that will remain permanently level and free of all distortion common to other boards—yet ROYAL is competitively priced!

Available in tournament model size, 22 feet long; also, 20 and 18 foot models on order.

OPERATORS

Are you looking for a shuffleboard that is trouble-free?

THE ROYAL is your answer!

Contact your local distributor for the shuffleboard with all the PLUS features, but at no premium to you.

"It's Black Magic"

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World Wide Distributor

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DISTRIBUTING OUTLETS NOW BEING SET UP IN THE EAST

PROFITS JUMP 50% to 100%

ON ANY SHUFFLEBOARD

Hundreds of owners and operators have now proved that a CUSTOM Scoreboard means — greater interest, faster play, easier handling and increased profits up to 100% and more.

Your "take" is locked in. All "CUSTOMS" are equipped with ten cent coin chute—beautiful hardwood maple cabinet with walnut or mahogany panel measuring 28 by 18 inches and 6 inches deep — lifetime, full length piano hinge — recessed light switch and blue and red "buzzer" scoring buttons matching weight colors. You just attach to wall and plug in. CUSTOMS are also available with meters with coin chute or without coin chute with control key to operate at bar or cash register.

Unconditionally Guaranteed Six Months

OPERATOR'S PRICE **$149.50**

Custom Shuffleboard Company

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experiment coupling Doris Day and Buddy Clark in a boy-and-girl opus entitled, *Love Somebody*. The record became a big seller and started a parade of duos.

Several meetings have been held among coinmen in Denver, looking toward organizing an association, but up to the present nothing very definite has been decided upon. The operators and distributors are working together to determine just what kind of an association can be brought into Denver and it is hoped that in the not too distant future something can be evolved that will work to the benefit of all.

Shuffleboards are beginning to be more and more popular as the people "catch on to the game," and sales are picking up. Deliveries are being made on Chicago Coin's newest game, *Grand Award*, also on Gottlieb's *"Telecard,"* which has proved very popular. Difficulty in transportation because of weather conditions has handicapped business in this line.

Frances Conrey

Los Angeles

The trade in this area continued to be subject to the general reactions to abnormally cold weather that lasted for a longer period than usual. The big citrus industry suffered heavy losses and general business reflected this situation. Operators also reacted to it, because they said it cut spending in the area.

Official reports began to confirm the fact of a slower trend. Industrial and factory activity in the area suffered the biggest percentage decline in January since January 1939; many factories reported lower employment. It is expected that widely published reports on the weather may also delay the usual influx of tourists this year.

Operators in most cases report their own business is influenced by general conditions. There is an increased interest in phonographs but operators are still discouraged in their reports on earnings. They chiefly regret that a pickup is not under way yet, so better hopes are being pinned on March.

Amusement games are still facing adverse legal situations, and the State Legislature has some threatening bills that would make conditions worse. The state probably has more bills relating to coin machines than any other state.

Shuffleboard is a bright spot in the entire picture, bringing optimism even to tavern owners. The tournament idea is turning in good results and trade leaders say it is the way to keep shuffleboard a permanent amusement. Manufacturers and distributors of shuffleboard are expanding their markets and report good results in finding new territory.

Most of the merchandising machines seem to reflect the conditions in factories and the main effect, most operators say, is a delay of the normal pickup that should already be under way. However, March is the normal month for spring activity to show up. Soft drink and candy operators are making the best of conditions and say improvement is a little slower than usual. One large cigarette operator said February showed gains in trade, but the movement was slower than usual.

Operators of bulk vendors, through their organization, are tackling tax problems and also working for more cooperation among the many operators in this area. They look forward to spring and the influx of tourists to boost the thousands of vendors in filling stations and other traffic spots.

Interest in pop corn vendors is rising again, spurred probably by some announcements of lower prices on machines. The trade fortunately has some real champions of good pop corn in vendors as the only way to keep this type of machine on the upgrade.

The new types of vending machines being introduced by manufacturers here, and also the activity in shuffleboards, keeps building up greater interest in the future prospects for the business in this area.

Spokane

The terrific winter has sure left its imprint on business as well as every other activity in this vast Pacific Northwest. Pin ball and shuffleboard play are down and many operators are of the opinion that it will stay that way for another month at least.

The G.I. bonus bill has been declared unconstitutional, thereby relieving the cigarette vending men of the problem of collecting another ten per cent tax.

Woes of all kinds are besetting the poor operator in the State of Washington, as well as Idaho and Montana. First, we have a city election which is a three-to-two proposition as it now stands; three officers are to be elected and unless the encumbents are put back in, anything can happen.

Second, comes a move by the Hotel Men's Assn. backed by the restaurant association, to put bells out of the clubs which, if done, will jeopardize pin ball operation.

This action comes as an aftermath of the legalizing of liquor by the drink in this state. Many of the clubs are serving meals on quite a grand scale and this, they claim, will put them (hotels and restaurants) in an unfavorable position, not having the added bell machine revenue.

The Washington Legislature has come forward with the usual conglomeration of bills. One ridiculous proposal is that a person from the tax commission office shall accompany all operators on their collection trips and that all cash receptacles shall be sealed by the state man. T. M. Jenner, of the tax commission, spoke against such a foolish law by saying that the commission would have to hire 500 men to do the job and another 500 to watch them.

Another bill would put bells and pin ball machines out of the picture entirely. A bill proposing a tax of 5 and 10 per cent on punchboards got quite a laugh when opponents brought up a question of pay off in the counties which now permit them. The proponents were taken for a loss by the intimidation. The committee hearing ended by a suggestion that, if it is such a lucrative business, a higher tax would be in order.

Idaho has done nothing towards Governor Robins' mandate to eliminate bells in that state. Cities and counties have been very active against such a move. Many cities and counties have stated that they could hardly survive financially if this revenue is denied them. Another bill that has many supporters is one to legalize gambling and pari-mutuel betting. These bills have been temporarily shelved.

Montana seemed to be on the verge of legalizing bells and other forms of gambling, but preliminary voting has tabled these bills. Advocates of liberalizing gambling state that a sum of $3,500,000 could be derived from this source. Figures were quoted and backed up by Federal tax figures on machines now operating. The State tax proposed would be $600 per year, $100 to go to the county.

The voters of Washington have voted a greater old-age pension plan. The present tax on slots and pin ball machines are pro-

(See REGIONAL REPORTS, page 42)

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ MARCH, 1949 ★ ★ ★ ★

Western Firms Advance Vendors

MERCHANDISE . . .

A review of trends in February relating to vending machine merchandise suggests three trends as apparently prominent in the news:

1. Citrus crops were severely treated by freezing weather in California and Texas, and a reaction on citrus juice prices and also on citrus flavor oils may appear later. In fact, the flavor oil market was beginning to react at the time of this report.

2. Although operators had known for some time that candy bar prices were beginning to come down, the subject finally made the headlines, with the promise that bar prices may decline still more.

3. A general price decline is under way and it is expected to carry in its sweep practically all lines of merchandise sold through vendors.

In the *Cigarette Vending* department in this issue, it is suggested that cigarettes may be the last vending product to fall in line with the downward trek of prices. This is because the raw tobaccos are put through a lengthy curing process and are customarily stored for two or three years between the time of purchase on the market and final use in cigarettes. Hence, tobacco purchased at high prices will be used for another year or so yet.

Actually, the cost of tobaccos results chiefly from processing and handling and present stocks reflect the highest cost period.

The general price decline is showing its sharpest trends in farm commodities and most of the items sold through vendors are made from ingredients that originate on farms, the prices of which are affected by the big markets in farm commodities.

One market reporter recently suggested to housewives that the drop in market prices probably would not show up in a lower price for groceries for some time yet, and the same suggestion may be made to operators of vending machines. It may be some weeks before a heavy drop in the big markets brings price cuts in merchan-

(See MERCHANDISE, Page 32)

Hot Food Dispensers Highlight New Developments In Vending Machines

(Start this article on Page 5)

THE REVIEW published a special souvenir edition in his honor, in its January 1937 number, in recognition of Fey's 50 years of activity in the coin machine field and trade leaders in all parts of the country contributed to it.

Fey contributed many inventions, among them ideas for a scale which were incorporated into the Watling scale, and also amusement ideas. But he liked counter devices chiefly and hence the first bell machine, a device that would pay out coins automatically. He is said to have arrived at the idea from observing the punch board business. He also developed a check separator and is probably the first ever to make a coin mechanism that accepted a dollar coin. The Fey tradition is still perpetuated in San Francisco by a son of the pioneer.

While the operation of bell machines is in itself a big business, and even Uncle Sam considers them important enough to tax them at $100 per year, yet the bell machine has been a pioneer mechanical development from which all coin mechanisms have gained. For basically, bell machines have of necessity been the most sturdy mechanisms of any type in the trade, and it is a primary essential in coin machines of every description that they be made sturdy enough to stand the gaff of public usage and abuse.

The West also contributed more than a mere mechanism in the bell, for this device formed the foundation of several of the largest pioneer manufacturing firms in the history of the Industry. These pioneer firms, all rising to high pinnacles of success, were able to build broad foundations and to develop new ideas in coin controlled machines that made history in all branches of the Industry.

Cigarette Vendors

An original story, published in THE REVIEW, January 1947, tells how the West also pioneered in cigarette vending and by coincidence a gambling machine seized in a raid suggested the cigarette vendor. The beginning was the development of what is known today as the Rowe vendor, and H. W. Skelton was the inventor. Skelton and William H. Rowe happened to be close friends, Rowe a clerk in a Los Angeles city court and Skelton owning a hotel in the city.

It was back in the days of prohibition and in the course of events police had picked up a gambling machine. Skelton happened to be in court when the machine was brought in, assisting his clerical friend Rowe.

Skelton says he was musing aloud that if only a machine could be invented which would vend something legitimate. Then a police officer suggested, "Why not cigarettes?" And so the idea of a cigarette vendor was started in the right mind. Skelton checked with various court officials and they liked the machine idea. He then checked with people in the tobacco business and they liked the idea, so he set to work in a garage to build a model.

Four months later Skelton had completed a model. The first model was a 5-column affair, and also a compartment for matches. Skelton and Rowe set up shop in a basement and formed the Rowe Vending Machine Co. The first production run was 110 machines and they were soon in use.

From that pioneer start in the West, the Rowe firm has migrated clear across the nation to become a giant in the cigarette merchandising field. In the automatic merchandising of the product it stands as the greatest in the world. Western states have made other contributions to cigarette merchandising, but the Rowe expansion is one of the classic stories of the Industry and one that has been used in magazines outside the trade.

In March 1947, *Fortune* magazine pub-

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

lished one of its typical feature articles, telling the story of Rowe. The magazine said: "A matter of dispute is whether or not William H. Rowe in 1926 designed the first automatic coin-operated device for selling cigarettes." Then it reviews the achievements of Rowe which are generally known to the trade. In any case, here is another machine idea that migrates eastward to swell the tide of progress for the trade as a whole.

Pin Ball Progress

The real origin of pin ball games as a form of coin-operated device is a little obscure, even though the games are very modern. Hence, it is not easy to tell in brief space the many contributions that western firms and inventors have made in the field of amusement games. With pin ball names and designs running into the thousands, it is practically impossible to say what proportion originated in the West; the trade knows, however, that many of them did. In fact, for many years in the expansion of amusement games the Industry looked to the West for new ideas and they were always forthcoming.

In the writer's sketch, "A History of Pin Ball," the following statement is found:

"In 1933 a pin ball game called *Contact* was brought from the West to be manufactured in Chicago, and this game became very popular over the whole country. It served to introduce the use of electricity to add to the attractiveness and efficiency of pin ball games. . . . With the use of electricity it has been possible to increase the variety of games, to give greater action to the balls, to illuminate playing fields and scoreboards and to secure many unique and somewhat mysterious mechanical effects."

Whatever else the western territory may have contributed, or may yet contribute to the advancement of amusement games, it did produce the idea that brought about the second phase of pin ball history, and made possible the modern amusement machine, thoroughly electrical.

Thus, the outstanding contributions of the West to coin machine progress in prewar years may be outlined, beginning say back in 1887. But the best is yet to be, and renewed manufacturing and inventive activity since 1945 shows that the entire western territory can invent and produce, and will add still greater chapters to coin machine development. Other articles in this issue will, in a small way, suggest the progress that is being made.

Standard Starts Big Expansion Program

OAKLAND—Standard Specialty Co., one of the West's fastest-growing vending machine distributors and manufacturers, has added three additional salesmen to its force to handle the outlying areas of its territory, which now includes California, Oregon, Washington, and Nevada.

Bert Fraga, president of the company, informed THE REVIEW that plans are now under way to continue the expansion program so as to completely cover the 11 western states.

The rise of Standard as one of the West's top vending firms has accelerated sharply during the past year. At the present time the company is doing an excellent job with Columbus' *Tri-Mor* and *Bi-Mor,* which it distributes on the Pacific Coast, *Dux* peewee Boston Baked beans, and Standard's special brand of French-fried vend-size almonds, in addition to handling a full line of all types of vending merchandise.

The firm's manufacturing activities are being paced by its cast-iron pedestal stand, a pre-war quality stand now selling at pre-war prices, which supports three machines easily.

Testing Hot Chocolate Vendor With New Homogenizer Feature

LOS ANGELES—A device for dispensing hot chocolate is being tested in several large drug stores and other important outlets here. The dispenser was developed by the Saylor Homogenizer Co. here, an established firm in the homogenizer field. A coin-operated model of the dispenser will be placed on the market as soon as tests are completed.

The heart of the new dispenser is the Excel homogenizer, and it is the application of this principle that has attracted leaders high in the chocolate trade. Homogenization has worked a revolution in some other trades and it promises much in improving the texture and flavor of chocolate drinks, etc.

The Saylor firm decided on the hot chocolate dispenser more than a year ago, when called in by a firm to help solve a chocolate syrup problem. Use of the homogenizer improved the syrup so much that it appeared a new idea had been born. The dispenser now being tested has the sales slogan, "Hershey's Homogenized Hot Chocolate."

Vital units in the dispenser include a specially developed container for standard hot chocolate powder mix, agitating this powder fully with each operation. One of the biggest problems was to prevent moisture getting to the powder, since the dispenser must also have a hot water container. The firm states that no moisture can possibly get to the powder. The measuring unit is also a special development made by the firm, issuing one ounce of the chocolate powder into the mixing chamber. Hot water at 185 degrees is supplied in the mixing chamber and then the resulting fluid goes into the homogenizing unit. Here the liquid is so thoroughly mixed that the hot chocolate, when dispensed into a paper cup, shows no sediment of any kind.

It is the homogenizer that makes a hot chocolate drink pronounced of the highest quality by experts in the chocolate field. A special homogenizing unit had to be developed by Saylor to handle the chocolate mix.

The dispenser model will be leased to soda fountains, restaurants, drive-ins, theaters, etc. The vending machine will be sold outright.

Price of Kunkel Model "K" Popcorn Vendor Slashed

LOS ANGELES—Golden State Vendors, national distributor for the Kunkel Model *K* popcorn machine, announce a drastic reduction in the price of the famous vendor.

It was pointed out that the price has been cut in order to enable operators to realize a better profit. Officials of the firm emphatically state that there has been no reduction whatsoever in the quality of the machine and that every feature which has made the Kunkel one of the outstanding vendors of the past decade are included in the models now being shipped at the lower price.

The Kunkel Model *K* distinguished itself during the war years in Washington, D. C., when hundreds of the machines were pressed into service in the war-swollen capitol. The outstanding record compiled by the Model *K* during those years, when the machine operated with almost unbelievable efficiency, made it the talk of eastern vending circles.

Since the war, Kunkel engineers have consistently added new improvements so that today the Model *K* is rated by experts as the acme of automatic perfection.

New "CHARM KING" Ball Gum + Charms = $ $ $

The Kids Really go for THIS one because it
DISPENSES BOTH GUM AND CHARMS

Only $13.95 F.O.B. Aurora, Illinois

All kids go for Gum Balls. And they all go for Charms. So *here* is a dispenser that gives them *both* for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mill dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

***Others low as $10.55 in quantities. "Hot Nut", Nut and Ball Gum Vendors 1c-5c—2 for 1c U.S. and Foreign Coins.**

and Here's ***ANOTHER WINNER***

The New **"HUNTER"** **Only $45.00** F.O.B. Aurora

Nets up to 75c of Every Dollar You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. *No coin return.* 2. *No gum dispensed unless the player wants it.* That's why many report a *net* of 75c out of every $1 the "Hunter" takes in. Can you beat *that* for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

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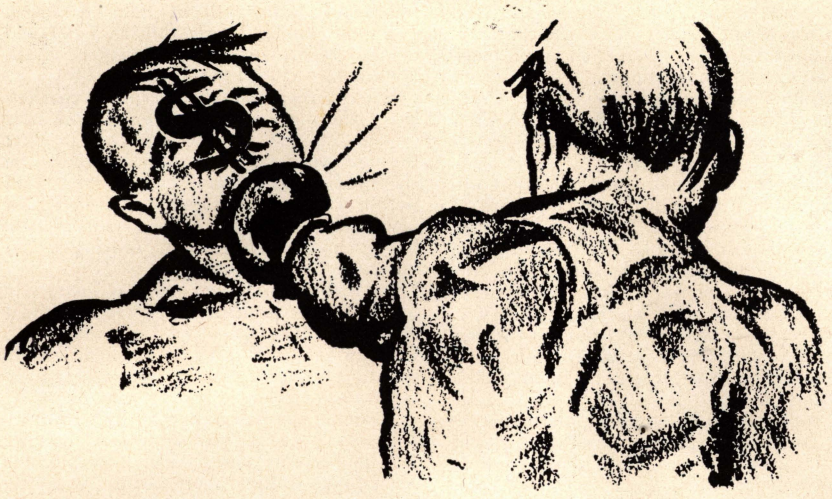

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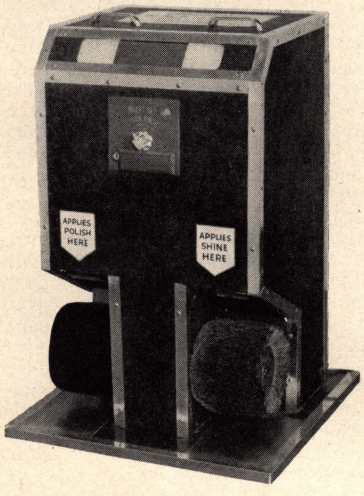

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FULLY AUTOMATIC SHOE SHINE MACHINE

$149.50

F.O.B. LOS ANGELES

Westinghouse motor . . . Welcome timing unit with locked-in cash box . . . Genuine horsehair bristle waxing brush . . . Genuine gray yarn buffing brush . . . Neutral wax. Cake lasts thousands of shines. For either brown or black shoes . . . Leatherette finish . . . Illuminated brushes and mirror . . . Available in four colors: Morocco Red, Green, Spanish Ivory, Tan . . . Available in 5c or 10c mechanism . . . Shines both shoes in minute-and-a-half . . . Highly polished metal trim and hardware . . . Size 24" x 24" x 37" . . . BUILT TO OPERATORS' DEMANDS FOR A TROUBLE-FREE SHOE SHINE MACHINE AT LOW COST.

BONANZA "NUGGET"

FULLY AUTOMATIC HOT POPCORN VENDOR

$149.50

F.O.B. LOS ANGELES

National coin rejector . . . Microswitch timing . . . Cold-rolled steel construction . . . Stainless steel chute and exterior trim . . . Baked Hammertone enamel finish . . . Neoprene (rubber) window insulation . . . Locked-in cash box . . . Safety-fused lead-in cord . . . Size 15¼" x 15¼" x 59" . . . Weight 70 lbs. . . . Operates on 110 volt AC-DC. 50-60 cycle . . . Simple to convert from 10c to 5c mechanism . . . Storage space for extra corn . . . Meets all requirements of the Pure Food Laws and Underwriters Laboratories . . . BUILT TO OPERATORS' DEMANDS FOR A TROUBLE-FREE POPCORN VENDOR AT LOW COST.

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YOUR OPPORTUNITY IS HERE NOW!

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MERCHANDISE

(Continued from Page 29)

dise. Actually, the cost of living has declined very little, in view of the high level it reached at the peak in 1948.

There are pros and cons to the break in commodity prices. Business leaders are reported to be concerned that the break may come too fast. One of the big candy bar manufacturers has warned that price-cutting evils may start, to become a force in turning a normal adjustment into depression.

Candy manufacturers acted fairly soon in lowering prices on bars, as the cocoa bean market started to drop, but another reason given is that candy sales for the industry are off by as much as 20 per cent, and hence sales competition is getting into full gear.

Some are already saying the time is not far away when price competition on candy bars will show up in prewar prices in chain and super market stores. But operators have generally reported this kind of competition does not hurt machine sales so much; but it will hit the average retail outlet. Candy bar makers are saying the only important ingredient (besides sugar) that has not dropped in price is peanuts.

Freight rates are still in the air and are an item in delaying price declines. But at least a regional decision in Chicago went adverse to carriers that had asked for higher rates on less than carload shipments. The candy and tobacco trades had fought this plea for rate increases vigorously, and buyers of candy and cigarettes can rejoice that a victory was won.

A review of some of the many reports relating to merchandise follows:

Apples—Early February market prices were slightly below the 1948 peak; market reports on this item are routine.

Almonds—The most recent reports on the big market centers say demand is increasing, that prices are holding firm and may tend to increase. California's 1948 crop was about 45 per cent above the average, but total world production is off, causing an over-all short supply.

Aspirin—A new aspirin vendor (VenDures) was introduced at the 1948 NAMA show and may revive interest in this product.

Candy Bars—A more detailed report will be found in the *Candy Vending* section in this issue. Output and sales were lost sight of somewhat in the big news about price reductions and cheaper chocolate. The government report on bar output for 1948 also had not arrived in time for this review. Chief comment on current conditions is that manufacturers report sales are off about 20 per cent, compared with the same period a year ago.

The supply and ingredient picture, however, has lots of cheering news; bar output can be greatly increased this year, and at a lower price—if operators can help boost the sales total.

Chocolate is not expected to show any serious price jumps during the year; the recent declines may have about reached bottom. Sugar shows signs of price leveling, after taking an upward trend.

Cigars — The University of Connecticut produced a survey which shows that consumption of cigars has remained stable in the postwar years. The report also says that, in the three states producing cigar tobacco, growers got a much lower price for 1948 crop than had been expected; crop production costs were estimated at 50 cents per pound, thus higher than the market price received by growers. Total cigar use in 1948 was less than 2 per cent below consumption in 1947.

Cigarettes—More details on this item will be found in the *Cigarette Vending* section in this issue. Prices paid for the 1948 tobacco crop held a fairly high level until the last marketing week, the final average dropping to 41 cents per pound. The government loan program on tobacco got an estimated 15 to 17 per cent of the 1948 crop. One official report said actual receipts for government loans amounted to 12.6 per cent of the crop, up to Jan. 21.

Total cigarette use in 1948 did not make as big a gain as had been predicted by the experts, so cigarette sales will be watched closely this year.

Cookies—The only market report of consequence says that prices on bakery goods had not yet begun to show the big price declines in wheat; prices on flour were holding fairly steady but were lower than the 1948 peak price. Shortenings are showing price declines.

Coffee—Recent market reports show a fairly steady trend.

Frozen Foods—The annual convention for this industry will be held in March (Stevens Hotel, Chicago, March 7-10) and definite reports on progress may be available then.

A news report on the success in marketing a chocolate-coated, frozen banana may arouse interest in selling the product through vendors. Whether it would be classified as a frozen food, an ice cream bar, or a confection does not matter. Called Chocobana, it was introduced early in 1948 by a Chicago firm and is proving a big seller.

Ice Cream—The ice cream industry still has big sales problems; several firms will exhibit at the frozen food convention in Chicago in March. The ingredient supply situation for ice cream is regarded as favorable.

Juices—The latest market report available says "citrus products were holding firm in price at close." The juice markets seem to be getting more steady, with the adverse crop reports from California and Texas. Previously, for months there had been many downward flurries in the market. Some supply sources withdrew from the market, after the adverse weather reports, apparently expecting higher prices. But buyers were said to be showing no rush to stock up against future price advances.

Peanuts—Early February report from the Florida district said growers had sold all of '48 crop, that buyers were still hesitant, but that millers were not cutting prices because they had sold most of the crop for export. There are some hints the supply of peanuts may get tight later. The two big Spanish peanut districts report that supply for domestic use will be limited because of export sales.

Many big users of peanuts, including candy manufacturers, have been hesitant in buying in order to bring prices down. But the outlook now is that peanut millers may sell the bulk of their holdings for export, and hence prices will not come down. Farmers have been getting a little more than 10 cents per pound, or about 88 per cent of the parity price. The Chicago wholesale market price on Spanish nuts was reported at 18½ cents per pound, with only moderate demand and prices threatening to rise. Shipments to the Chicago market in 1948 were well above '46 and '47.

The use trend is still showing less peanuts for candy and salting, and more of the total supply of shelled nuts for peanut butter.

Pop Corn — Even the financial papers have told about the big 1948 crop of corn

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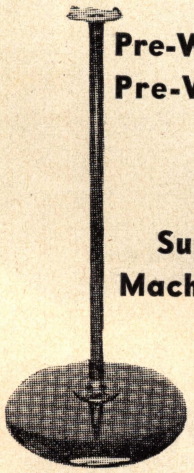

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and that prices will fall. The crop set an all-time record of 293,000,000 pounds and the Dept. of Agriculture has recently ranked the pop corn industry among the nation's large food businesses. Last year's crop was almost twice the average annual yield.

Official reports says that the new hybrid corns expand to 30 times the original size, that cocoanut oil is best for bringing out the corn's flavor, and that a new powdered salt enhances taste by seeping directly into the product.

The official report also suggested that "vending machines have helped spur consumer demand, but the major share is said to have been provided by retail stores." Leaders in the pop corn industry have recently criticised operators of vending machines for using inferior merchandise to make a bigger profit.

Soap—Prices on soaps and detergents have recently taken another step downward.

Soft Drinks—During the off season for soft drinks, the bottling industry is debating the idea of "increase prices to survive." Predictions have appeared in print that soft drink prices will be advanced in the spring by manufacturers. The advances in sugar prices are given as one of the most serious problems for syrup makers. The battle over non-selective vendors also continues to rage in the bottling industry.

One of the published reports on probable price trends suggests a 20 per cent boost in wholesale prices on soft drinks; the 5-cent retail price is called a myth. The head of Pepsi-Cola says "reduce size or raise price." Leaders point to the candy bar trade which reduced its size. Leaders predict that sugar and glass will go higher in 1949.

Vendors Set to Gain as Soft Drink Trade Debates Prices

CHICAGO—The big soft drink industry, especially from the bottlers' end of it, is now called "a sick industry." The big summer selling season may be only a short while away, but trade leaders are now deeply concerned about prices and profit margins.

In January, public statements began to appear with the prediction that wholesale price of soft drinks must be increased, that it would be impossible to maintain the nickel price at retail, if bottlers are to survive. An executive of one soft drink firm told bottlers frankly that the wholesale price would have to be increased from 80 cents to $1.20 per case. It is apparent that syrup prices may also be increased.

While the number of strictly independent operators of soft drink vendors is limited, yet these operators are also concerned by present trends. Bottlers themselves are the chief operators of vendors, especially the bottle type, and vendors have become a red hot subject in the last year in their trade circles.

The final outcome of the present raging battle over vendors may be to handicap the bottle type, and to give added prestige to the cup type of vendor. Cup operators can also vend at a dime, if syrup costs jump.

Although leaders of the soft drink industry readily admit their business is in a crisis, it is not easy to review for vending machine operators how it got that way. Some points may be listed as follows:

1. Complaints are not so much about low sales, but rather that trying to maintain the nickel price has put about 38 per cent of the 6,000 or more bottlers in the red. They look with envy on the candy bar trade which was able to reduce its bar size and sell at a nickel. Bottlers say they must boost the price, but others affirm the public will not pay more than a nickel, that the quantity must be reduced.

2. Vending machines have become a red hot issue because the Coca-Cola Co., years ago, began to push vending machines in order to get as many outlets as possible for its product. Non-selective, or single-product vendors have been used exclusively, the company taking the entire machine output of a number of factories over a period of years.

In 1948 retail establishments began to complain about the pressure used by Coca-Cola bottlers to get vendors into various places. In that year also, many of the soft drink manufacturers became aroused about the immense sales pressure that existed in the single flavor Coca-Cola machines.

Some of the larger firms, such as Pepsi-Cola and Dr. Pepper were already fighting Coca-Cola by placing vendors to sell their own brands—but Coca-Cola had already stolen a march and was far ahead of the nearest competitor.

But the scores of lesser syrup makers could not begin to compete with Coca-Cola in the use of vendors, because of the investment required, so they developed the battle cry of unfair competition because the single flavor vendors really monopolized locations and kept other brands out.

This was a hard theory to put in words but nearly 6,000 bottlers would admit that it worked out that way in actual practice.

3. The minor syrup makers had among them a go-getter, Edward W. Mehren, president of Squirt Co., who led a group of soft drink makers in forming the National Brands Soft Drink Institute last year. The manufacturers call themselves franchise companies since they franchise bottlers to use their particular brand names. There are about 160 such syrup manufacturers in the U. S., it is said, and 80 per cent of the bottlers in the country have one or

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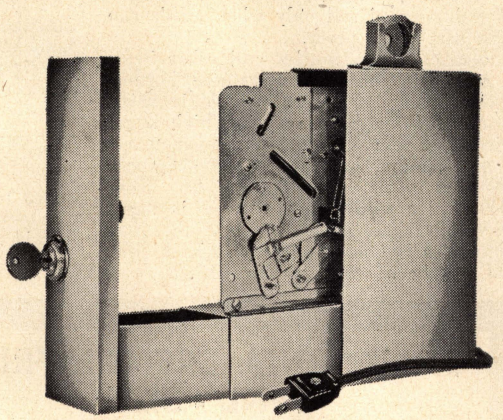

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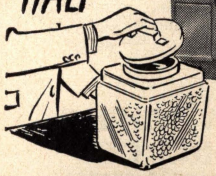

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more brand franchises. Mehren had proved himself a great campaigner for a new coinage plan, to help bottlers, and now he had a new cause.

4. The National Brands Soft Drink Institute had as one of its prime objectives a fight against the single flavor vending machines. It announced a campaign for selective vendors, arguing that machines which would sell more than one flavor or brand would not monopolize a location.

This set the stage for a battle over vendors that is still gaining in momentum. At first, soft drink trade papers treated the subject as a kind of debate, and then it got so hot that the trade papers are in a spot. Dr. Pepper threw its hat into the fray by boldly announcing for vendors and a willingness that its brand be sold along with other brands in selective vendors.

5. Leaders in the Institute petitioned the Senate Small Business Committee to investigate the soft drink industry, because it was in a bad fix, and one of the points suggested for investigation was the use of single flavor vendors. The Senate committee took up the matter, sent out a questionnaire to bottlers, and reported a flood of replies.

The Senate committee asked bottlers, "What is the effect on your business of the introduction of the single product vending machine?"

The committee also held hearings in Washington and conducted investigations. Among other things, the committee was told that Coca-Cola had a 10-year program to place a single-product vendor for every 200 people in the U. S. One witness said Coca-Cola now had 225,000 vendors out. One report which may have a political kickback was that the armed forces overseas during the last war were supplied with Coca-Cola and no other brand of soft drink. Letters were read also from three manufacturers of vendors that made machines for Coca-Cola and would not sell to others firms, apparently being under exclusive contract to Coca-Cola.

A final report by the Senate committee was not available for this review, but it is reported in soft drink trade papers that most bottlers criticized the non-selective vendors, suggested state taxes on them, and also that they not be placed in locations without a charge to the dealer for them, apparently meaning a rental or commission. The committee that originally held the hearings came to an end, Jan. 31, but it is reported a new Small Business Committee will continue the subject.

6. It appears from all the evidence that the real difficulty in the soft drink business is not an abnormal drop in consumer demand, but rather a problem for bottlers to hold to the nickel price on bottled drinks and still make a profit.

Operators who think of entering the drink vendor field should keep this in mind, and it would appear that in this difficult price situation the odds will be much more strongly in favor of the cup type of vendor. It has already been proved by experienced cup operators that drinks can be sold in many types of locations at a dime. Or, cup operators also have advantages in regulating their ingredient costs.

The fight over the single flavor bottle vendors should also turn out to the advantage of independent operators who may enter this field. Trade experience suggests that independent operators usually prefer the selective vendors, and most locations are understood to prefer this type of machine also, if bottled drinks are sold.

Independent operators who place bottle vendors will also find that the heavy competition already in the field is that of the major firms that have already placed the single flavor machines.

As mentioned, the sales of soft drinks are almost being lost sight of while the soft drink industry airs its problems. Soft drink firms have a reputation also for closely guarding their sales figures, so that sales information is lacking. Some bottlers are also saying that it will be better to forget volume and sell only when goods can be sold at a fair profit.

Sales of sugar, bottles and other items to soft drink manufacturers and bottlers give evidence of general trends in sales. Beverage firms were resisting high sugar prices last year and cut buying sweeteners to a minimum, but the year was thought to be about normal in sugar use. Now, 1949 begins with a new advance in sugar prices. Purchase of bottles from the glass companies is known to be at a high peak and has been climbing since 1946.

Soft drink sales declined in 1945, then followed a level course until sugar restrictions were removed. Then a decided upward curve in sales began, but lack of reports on 1948 prevents any recent conclusions. February is generally regarded as the low for soft drink sales each year and then demand starts climbing.

Declines in cost of sugar and bottles would greatly relieve the beverage trade this year. The battle for a new 7½ cent coin is not likely to be won in time to help on nickel drinks.

But vendors, especially the cup type of machine, should have another increasing year of business. The whole situation has thrown more light on both types of vendors as a big factor in building up soft drink sales. Vendors will thus be kept in the forefront in future sales plans.

WVMOA Sets Example In Getting Members

LOS ANGELES—The regular meetings of the Western Vending Machine Operators Assn., meeting the last Tuesday evenings of each month, are turning out to be a valuable course in getting new members into an organization. Ways to get new members was the major topic at the last meeting of 1948 and also at the first meeting in 1949.

The membership has many local tax problems, tax problems relating to the Los Angeles area, and much good is being accomplished through the work of the association and its officers. The city and state sales taxes are a problem here and the association is launching a move, with legal talent, to see if candy and confections sold through machines may be relieved from paying the sales tax, the precedent of a court test case that reached the high courts of Ohio will be used as legal ammunition. Some operators raised the question also of ball gum, since ball gum is candy-coated and may be considered as a confection. This question has been referred to legal authorities.

The discussion on how to win new members would be of unusual interest to officers and workers in trade associations throughout the Industry. President M. I. Slater launched the general discussion at the last meeting in the old year. He asked frankly for any suggestions or opinions that would help build up the membership. The discussion got off to a good start when Slater asked two of the newest members to recall how they were induced to join. This got down to brass tacks and really persuaded the members to talk. Practically every member in attendance spoke on the subject and

(See WVMOA, Page 36)

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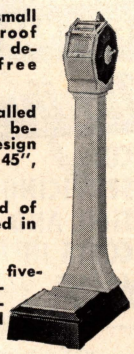

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Today's Opportunity in Vending Nickel Gum Shown in Candy Routes

In a year when each good report on vending machine sales deserves special attention, the gains made in merchandising chewing gum should be stressed. It is largely the operator of candy vendors who has found the new sales possibilities in chewing gum.

The war period boosted the consumer desire for chewing gum, as it did for many other products. Maybe it was the necessary shortages that reminded people more of the product, and also the supplying of the armed forces with gum added much to its popularity. It was during the war also that much more was heard about the benefits to be derived from chewing gum.

In thinking of the possibilities in vending chewing gum, there are some broad conclusions to keep in mind, as follows:

1. As a merchandising product, chewing gum is well established with consumers and its popularity is still rising.

2. In a time of high prices, chewing gum has been reduced in price since the end of the war and the ingredients that are used in its manufacture now threaten no shortages or price increases of consequence.

3. Experienced operators are vending chewing gum with success and find the profit margin as very favorable in comparison with some other merchandise items at the present time.

No doubt, the profit margin and the prospect that price advances on chewing gum are not likely to take place soon are the two main points to stress to those who consider vending the product.

Operators in the field usually describe the profit margin by saying that stick gum comes at a lower price than candy bars, and nickel packs of gum are now being emphasized as a vending product.

Those who follow the column on *Ingredients* in this magazine will recognize at once that chewing gum is one vending item on which most ingredients used in it have been showing a trend to decline in price. The outlook on most of the ingredients still continues very favorable, since there are no threats of shortages and still further price declines are likely to come on some of the ingredients.

Fortunately, science came to the aid of future supply of chewing gum and developed a synthetic chicle. Reports on the widespread use of the synthetic were published in our columns many months ago. The public has readily accepted the synthetic as if it were the natural chicle. So, the fact that a natural and a synthetic chicle are now available should mean that the vital base ingredient of chewing gum will always be in plentiful supply and not too costly.

There is just one problem in relation to the gum base on which scientists are still hard at work, and that is to make a gum that will not stick to dental plates. The market for chewing gum would increase considerably if such a gum can be made.

Sugar is important in the manufacture of gum and we can never be too sure about the supply nor the price of this ingredient. But gum manufacturers know how to use other sweeteners, so a price threat does not exist here. Flavors are important, as every operator who puts gum in vendors well knows. The general price trend on flavors has been downward and an upward trend would not be likely, except in case of another war. Spearmint and other flavor oils are domestic crops and gum manufacturers look well enough ahead to be prepared against a crop failure in one year. The annual crops could easily be expanded. On those flavors brought from other countries, there does not seem to be any special reasons for worry at the present time.

The price and the supply outlook on vending merchandise is so important in these days that stress is put on the favorable promise for plenty of chewing gum at a good price.

The most interesting expansion in vending chewing gum at the present time is in selling nickel packs of stick gum. Nickel packs or boxes of pellet gum are also in the same class. The vending trade has for scores of years known the possibilities in vending penny gum, either in ball, tab, pellet or stick form. Now, there is a definite trend upward in vending the nickel packages and the outlook shows still room for more and more expansion in this field.

To a large extent, the vending of any particular type of merchandise depends on the development and manufacture of machines that successfully vend the merchandise. In this respect, there may have been a shortage of machines built to vend nickel packs of stick gum but manufacturers are now offering machines for this field of vending. Pellet gum in nickel packs is also increasing in use and vendors can be had to sell such items.

The real upsurge in selling nickel packs of chewing gum, however, has come from the regular operator of candy bar vendors. They are the men who have learned that chewing gum sells well and that the profit margin is very favorable. An operating firm that has about 1,100 candy vendors on routes gives the following suggestions, which has been condensed for this report on vending gum:

Records of the firm clearly show that chewing gum is a profitable item to vend in conjunction with candy bars. In a 5-column candy vendor one column is loaded with nickel packs of gum, using one flavor only. In 8-column candy machines two columns are loaded with gum, thus giving two flavors. The firm does not follow the practice of mixing various flavors of gum in the candy machines. In some types of candy vendors, operators may mix the gum flavors as sales may indicate.

The operating firm puts spearmint as the one outstanding flavor that the public buys. If two columns of gum are used, the flavors are spearmint and doublemint. If children patronize the spot, a fruit flavor may go well. The firm found that a number of brands made good sales during and right after the war, probably due in part to shortages. But most recent demand shows brands that once sold well now on the decline. The firm management says it cannot be a case that various manufacturers do not make good gum; it seems to be a case of national advertising and also the fact that people get the habit of buying a particular brand of gum and never stop to consider that they might also like another flavor, or another brand.

The firm declares that vending of

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chewing gum as a part of the load of standard candy bar vendors should be successful for any operator in the candy field, that the public and locations welcome such offerings of gum and candy.

The management thinks that there are not enough good locations for machines to vend nickel packs of gum as separate from a candy route. This applies to a firm having candy machines in a specific territory.

The vending trade is already acquainted, however, with big operating firms that have made a success with gum in various ways. Gum machines may be attached to the side of candy vendors, or smaller machines for nickel gum may be placed as a route in themselves. Manufacturers offer vendors for nickel gum that are priced low enough for investment in this field.

The trade has before it also examples of success in placing machines to vend penny pellet or tab gum, even on a national scale. Vendors that have long been used by a national organization are now being offered to individual operators. Pellet gum has been vended successfully in the globe type of bulk vendor.

The Wrigley Co. has recently given new impetus to vending pellet gum by announcing that its P. K. brand, knocked out by the war, is now being put on the market again in 10-piece packages. The firm admits that distribution of the brand is still spotty. Some operators of candy machines that use Wrigley gum say the supply still seems to be tight for them, in some sections.

Reports suggest that Wrigley is changing its advertising plans to tell the public about the benefits in chewing gum. Heretofore, Wrigley has used "reminder copy" to show illustrations of its brands, but now there will be a real message to the public in its future advertising. This is something that has long been needed in the merchandising of gum, for there has always been opposition to the use of the product, on various scores.

The medical profession has come more and more to favor the usefulness of chewing gum, and operators of vendors should profit from any story that tells the public of the favorable side of gum.

The vending trade has long known the value of penny vendors for gum and the variety and supply of merchandise to be sold. More recently, bubble gum in ball form has had a boom to help operators in this field.

But the purpose of this article is to call the attention of operators and prospective operators, not already selling nickel packs of gum, to the fact that a lot of men are making a success of vending the product. The trend is upward in this field and there is still room for candy operators and others to cash in on what seems to be a general and prolonged national increase in the sales of chewing gum in all its forms.

If an operator is looking for a merchandise item that should be in plentiful supply, increasing in public demand, and also the price likely to hold, he should consider vending nickel chewing gum.

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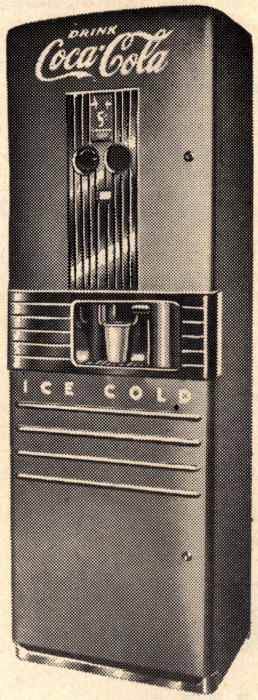

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WVMOA

(Continued from Page 34

gave his ideas on how other operators may be induced to join.

The majority of operators seem to be in favor of the old force of personal persuasion, by one operator who is a member persuading operator acquaintances to join. At the last meeting, a definite plan to put this into practice was adopted. Los Angeles area has been divided into districts, with a committee in each district, to work with the operators in a particular area, two operator members serving as committee members in each district. The committees will have the job of getting inactive members back into harness as well as getting new members.

A member at the December meeting suggested that more operators would join if the association could offer something definite as a kind of financial inducement to join. In other words, if the association could go to operators and say they would gain many advantages by joining. An idea in applying this theory would be to work out a system whereby members could get discounts on merchandise purchased. Association officers investigated this idea and reported at the January meeting that some jobbers in Los Angeles felt a plan might be worked out.

Another operator had suggested that printed matter might be used. The association could print a folder or card explaining the advantages of membership and urging all operators to join. This was considered a good suggestion by many and Slater announced it may be used in good time.

Another member suggested that better programs at the meetings might help to get operators to come and join. The association and its officers have given much consideration and discussions to the matter of having more interesting meetings. A lot of work has been done on this problem.

Small Curtiss Bars Appear

CHICAGO—Curtiss Candy Co. is introducing Baby Ruth and Butterfinger bars to sell at two cents, to appeal to the kiddie trade. The bars are to fill the same market as the penny bars did in the 30s.

Company officials said the penny bar was introduced in the 30s to give kids a break. It is economically impossible now to make a quality penny bar, so the two-cent price has been chosen and the small bar will be the same quality and bear the same label as the nickel bars.

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LOCATION REVIEW . . .

Trade Question

In considering how the various types of locations seem to be starting off in 1949, one big question now hangs over all types of business establishments. It revolves around what effects the decrease in the total circulation of money will have on the different kinds of locations.

As reported in the *Business Review* column in this issue, money in circulation has declined at a time when it ought to increase, and the experts are puzzled.

Retail trade in general showed a cheerful pickup in January, due to price cuts, but reports by mid-February indicated real declines in trade. In trying to find a reason, leaders were saying that it was due to less money in circulation.

If the drop in money circulation affects trade in stores, it may also reduce the money that goes into coin machines.

We would like to hear from operators on this important subject, because operators have a chance to observe business in various kinds of locations and also to tell by the coins in their machines whether trade is up or down.

The experts are giving their views on why money in circulation is off. Some say people are saving more and this takes money out of circulation. A trend to a shorter work-week has been under way in factories for some time and operators of candy and cigarette vendors have noticed this. A shorter work-week means less money in circulation.

The writer's own view is that a real decline in farm income started in February a year ago, and that this has been the first and biggest factor in cutting the total money in circulation.

Operators who have routes in the smaller cities, or in cities that depend on surrounding farm areas for business volume, should have some ideas on this point. Let's hear from you. Farm income is now taking some heavy declines again and this may react in the course of a few months to reduce the money in circulation still more. Here is a chance for operators over the nation to do a lot of observing at their coin boxes.

The year has really started off with three big influences at work on locations in general. One is the decline in money circulation. A second factor is a definite increase in unemployment, particularly in factories. A third influence is the very recent slowing in retail trade. The present trend may change quickly as spring comes on; meanwhile the official government report for 1948 gives the trend in some of the most popular types of locations, as follows:

Groceries gained from 2 to 5 per cent in dollar volume.

Candy stores gained considerably in December but trade for the year was off slightly.

Restaurants had a trade volume last year slightly off from 1947.

Drinking places showed an even greater drop than restaurants and lunch counters.

Filling stations chalked up a 10 per cent gain in trade volume over the year 1947.

Drug stores, although reported off in volume many months in 1948, finally are reported to have made 1 per cent gain in volume over 1947.

Retail trade generally, based on early February reports, seems to be varying a good deal with different trade centers. St. Louis and Los Angeles are also showing the biggest decline in tavern trade, according to official reports.

Popular Locations

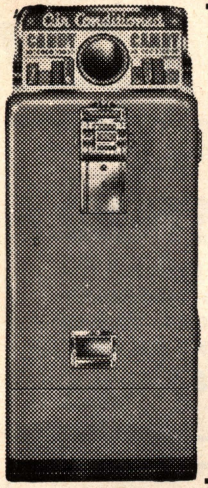
If the reports of trade in all types of retail establishments show declines in recent months, operators of coin machines know that such popular places as restaurants, taverns, drug stores and similar places have been marked by a lowered volume of trade for some time. Drug stores always come in for some good holiday sales and this year was following the usual course. Official reports in October began to show that trade at filling stations was off from last year.

It seems clear from recent reports that dollar volume of trade in most locations is leveling off, that the postwar boom has passed its peak, that prices will tend to go down as people resist high prices. How will all this affect the play of the coin machines in all these establishments? That will be an important question for some months.

New Firms

A percentage of the new firms that enter the business picture of the nation from year to year will build or open up establishments that mean new locations for coin machines. The rate of new firms picked up considerably in 1946 and early 1947, as veterans opened up small enterprises of various kinds, and this meant a lot of new gas stations and some stores that made new places for coin machines.

A recent government report says the number of business firms has "flattened out at a high level," meaning that the rate of new firms in 1948 has dropped off from last year; 179,000 new firms in the first half of 1948, 238,000 in the like period of 1947, and 356,000 in the like period of 1946. All this increase doesn't mean that many thousands of new locations, but it



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2 Terrific Money-Makers

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Candy Vendors
Vends up to 500 bars on loading

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A Unit that gives a real shine!
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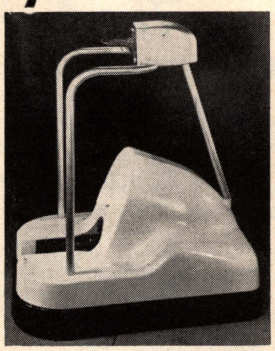


does mean more new locations when new firms are started.

While new firms are organized, others are failing or going out of business, and this reduces a percentage of the locations. Rate of business failures has been increasing since 1946 but the rate is still much below the prewar rate.

Opening of new factories has stopped in some industries, such as furniture, leather and glass products, etc. Firms in retail and service businesses are increasing moderately, but declines in the number of eating and drinking places, hotels, etc., were reported in the second quarter of the year and later.

Theaters—A recent convention of about 700 independent theater owners in New Orleans highlighted some conditions in this type of location. The owners present were mostly from neighborhood and small town movie houses. A summary report said attendance had fallen off about 15 per cent this year; the owners report that operating costs still continue to rise. The attendance reports agree with reports from other sources during the year. A conference of the movie industry was held in Hollywood, Dec. 14-16.

Operators will keep in mind that the owners who met in New Orleans represent the smaller theaters of the country, about one-fourth of the total, and that there is conflict in the point of view of the smaller owners and the big movie houses of the large cities.

Television was duly considered by the movie owners; it is offering real competition to neighborhood houses in the cities where there are TV stations, and those in the hinterland wonder when TV will reach their territory. Theater owners have no sure plan to build up attendance. They are getting complaints from movie-goers on the "hidden advertising" plugs in films for such vendor merchandise as cigarettes, soft drinks, etc.

Among the circuit and chain movie houses there is a move to sell many of them, due to Government anti-trust action. An authority says that 1949 will be the peak in sales of some of the 1,400 partnership theaters. This will affect some of the big vendor concessions in these first-run houses.

Drug Stores—In this column recently, an official government report on drug stores was mentioned. The publishers of *Saturday Evening Post* recently issued a 190-page survey report on drug stores. This report agrees with report given to THE REVIEW about a year ago, that the total number of drug stores has been slowly declining over a period of years.

The Post report says the number of drug stores has decreased about 3.5 per cent since 1940, but that average sales per store have increased, at least in dollar volume. Drug stores in the Pacific Coast area have remained constant in number but sales have gained; number of stores has declined more than 7 per cent in the Atlantic region. The survey puts the total number of drug stores in 1948 at 55,876; the government report put the number at 55,600 in 1947; a Chamber of Commerce survey put the total number in 1948 at 61,000; the 1948 SOURCE BOOK put the estimated number in October 1947 at 52,800, based on a report by the National Assn. of Retail Druggists. Government reports on drug store business this year have shown a declining trend; latest report available (Sept.) shows sales having dropped from August and also below same month last year.

Taverns — Various agencies are still checking on what happened to taverns in the Nov. 2 elections. An Associated Press summary says the wet-dry battle still rages regionally but the wets still lead in the nation as a whole; however, drys have won a substantial majority of local option elections in last 15 years; 16 states are now 100 per cent wet; in nine other states less than 5 per cent of the population resides in dry areas; 81 per cent of the nation's population lives in wet areas.

Government revenue reports have been showing declines in beer sales through most of last year, indicating that tavern trade is off. A recent survey of small breweries shows their sales 30 to 50 per cent off; a few big breweries hold to high levels with heavy advertising. Many leaders in the trade think the high cost of living has cut beer sales; others think retail price of beer is too high and cuts sales; wholesale price of beer has increased 35 to 40 per cent in the past seven years.

Employment may become the most important topic in the location field for a time, now that spotty layoffs began to appear in factories during November, and it is suggested that our readers refer to the *Business Review* column in this issue to get more details on the subject.

New Crop Provides More Salted Peanuts

WASHINGTON — Growers moved the new 1948 crop of peanuts to market in record fashion, official reports showing that milling of farmers' stock peanuts set a record for the first four months of the new peanut market year which began Sept. 1.

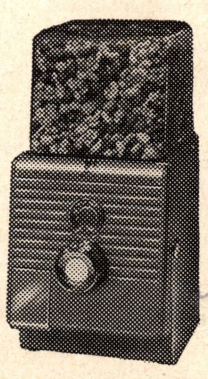
Government reports also showed the total visible supply of peanuts on Nov. 30 at the highest since 1943, but the total supply of edible peanuts available for market purposes was regarded as lower than usual. Production of shelled edible nuts during the fall months had set a record for the past three years.

Peanuts have also been disappearing rapidly in recent months, as the new crop came onto the market, much faster than for the same period in 1947. Peanut butter has been taking about 50 per cent of the visible edible supply recently but this is a decline from the high mark reached last September when 55 per cent of peanut supply went into butter.

Use of peanuts in candy began to increase last November, after candy manufacturers had reduced purchases of peanuts over many months because of the high prices. Growers have been getting about 88 per cent of parity prices on the new crop and it may be this drop that has led to more buying by candy firms.

Use for salting also showed increases during the last few months of '48, ranging from about 20 per cent to more than 28 per cent of the total edible supply. This was a gain over the previous three years in salted peanuts. Thus, use of peanuts in candy and for salting seems to be gaining at the present time, while use for peanut butter is declining.

Parity prices, now an issue before Congress, were reported officially at 11.9 cents per pound, a slight increase over Oct. price. The average price being received by farmers at the time was officially reported to be about 88 per cent of the parity figure. At the time, spot market quotations in Chicago were slightly above 18 cents per pound for No. 1 Spanish, Jumbos about 19 cents. The Chicago markets reported demand light. The first peanut market report in 1949 showed little change from the last weeks of December.



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Model '49'

With Transfer Refill Feature

CUTS SERVICE TIME IN HALF

$17.55 Sample

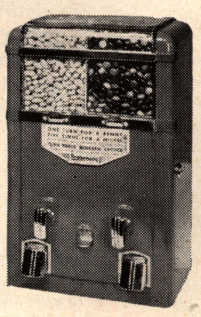
Write for Quantity Discount

Other Popular Northwestern Vendors $10.35 and up.

We are headquarters for Bulk Machine Charms and Supplies.

NUT—BALLGUM OR CHARM

1c-5c and Foreign Coins



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NEW LOW PRICE

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Kunkel Model K POPCORN VENDOR

THE PRICE HAS BEEN REDUCED — BUT NOT THE QUALITY!

$119.50 F. O. B. LOS ANGELES

FOR EITHER 5c OR 10c MODELS

During the past 12 years Kunkel engineers have consistently added new improvements to the Model K—one more reason why this dependable vendor has proved its superiority on all types of locations . . . Manufactured by a firm with 30 years experience in coin-operated machines, the Model K's outstanding features have made it tops among leading operators.

Order Today From

GOLDEN STATE VENDORS

EXCLUSIVE NATIONAL DISTRIBUTOR

3016 Asbury Street **Los Angeles 31, Calif.**

Bonanza's Two Machines Built For Quality At a Fair Price

LOS ANGELES—By offering a high grade pop corn vendor at a reasonable price, Bonanza, Inc., will help operators to make better money, so says Elwood Lorman of the firm. The same price policy is also being carried out in offering a shoe shiner to the trade, he added.

The newly organized firm introduced its two machines at the 1949 Coin Machine Show and reported an unusual reception. One national distributor of such machines is said to have expressed amazement that machines of such quality could be offered at the price, Lorman said. The firm received orders which called for getting production into full swing.

The firm is able to offer the pop corn vendor at an attractive price, Lormer said, because the machine has been simplified in every possible way. Operators of long experience in the field were consulted as to what they really want in a machine, and then the firm built its vendor in compliance with the many suggestions received.

The Bonanza *Nugget* vendor has a special heating unit to keep pop corn at the right temperature; it also has ample storage capacity in the base of the cabinet, if desired. All parts are easily accessible and operators have especially praised the placement of the locked-in coin box, which permits easy access to other mechanisms.

The cold-rolled steel cabinet is offered for its durability and visibility is also provided, yet the merchandise is fully protected by the design of the cabinet top.

The *Swifty-Shiner* has also been simplified in every way possible and much study put into getting the right kind of wax. The price is also said to permit operators a chance to make money.

Automatic Games Expand Into Vending Field

LOS ANGELES—Automatic Games Co., largest West Coast distributor of used bell machines, has expended its sales and service facilities into the used cigarette and candy machine field.

"After consulting countless operators," said Dannie Jackson, partner in the firm, "we found out there was a definite need in this territory for good reconditioned candy and cigarette machines. Operators requiring equipment for locations which could not support new machines wanted good used ones. Then, too, some operators were not in a financial position to purchase all new equipment.

"With years of experience in reconditioning used equipment, and with extensive shop facilities manned by top personnel, we decided to fulfill the operator's needs."

Sammie Donin, Jackson's partner, added that Automatic Games Co. is carrying a good stock of leading makes and models of cigarette and candy vendors, which are in top mechanical condition and ready for location.

Popularity of "Star" Ball Gum Continues to Grow

OAKLAND—When manufacturers of the West come up for discussion, U. S. Chewing Gum Mfg. Co. occupies a stand-out roll. This firm, under the guiding hand of L. H. Strickler, has in a short few years built a national reputation as manufacturer of some of the nation's finest ball gum for vending machines.

"Quality First" has been the watchword of Strickler, who has had years of experience in every branch of the chewing gum industry.

Strickler equipped his modern Oakland plant with the latest type machinery to produce a triple-rolled ball of gum, outstanding for roundness, uniform size and resistance to cracking from heat or cold.

When ball gum vendors reported decrease in sale of bubble ball gum, Strickler undertook a survey of the field and discovered the trend was definitely toward regular ball gum. So he started manufacturing *Star* regular ball gum having the same base and flavoring as nationally advertised brands of stick gum and at the same time began a one-man campaign to get operators to make the change in their machines.

"Those who made the change," he reported, "have told me that sales in many cases have doubled."

Industry Output—1947

WASHINGTON — The long-awaited report on production of coin machines in 1947, as officially tabulated in the Census of Manufacturers by the Census Bureau, is at last available. The total dollar value of products by the coin-operated machine trade in 1947 was estimated at $56,900,000.

The last previous official census made was in 1939 and the total value of coin machine production in that year was estimated at approximately $17,000,000. A previous census of manufacturers had been made in 1937 and total coin machine production had declined slightly from 1937 to 1939.

Those who desire an official release on the census should ask for Manufacture of Coin Operated Machines, 1947; Report No. MC 38 A-1. Write Bureau of the Census, Washington, D. C.

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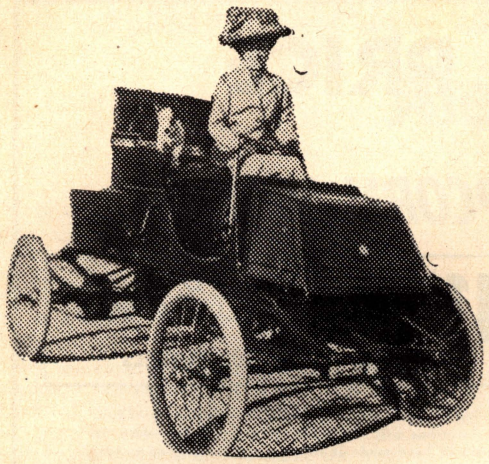


IN THESE MODERN DAYS . . .

WOULD YOU WANT TO DRIVE AN OUTDATED HORSELESS BUGGY?

Of Course You Wouldn't!

In These Days of Modern Cigarette Merchandising . . .

THEN WHY CONTINUE TO BUY OUTDATED CIGARETTE MACHINES?

WHY NOT SHIFT INTO HIGH GEAR ON THE HIGHWAY TO PROFIT BY PURCHASING *Electro* →

THE SMARTEST, MOST ATTRACTIVE CIGARETTE MERCHANDISER BUILT

Electro's FAMOUS *Magic Touch* DELIVERY DISPENSES A PACK IN 2½ SECONDS— FASTEST DELIVERY IN CIGARETTE HISTORY!

ONE MORE REASON WHY ADDITIONAL CARLOADS OF ELECTROS ARE BEING SHIPPED FOR OPERATORS IN SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA and HAWAIIAN ISLANDS

Electro OFFERS YOU:

NO NEW MODELS — BUT ADDITIONAL NEW FEATURES WHICH CAN BE ADDED TO ALL *ELECTRO'S* PREVIOUSLY SOLD, THEREBY MAKING THE OLDEST MACHINE AS MODERN AS THE NEW ONES BEING MANUFACTURED TODAY!

- Electric "Cigarettes" Sign
- Changemaker
- Coin Acceptor, single chute for nickels, dimes and quarters

ELECTRO OPERATORS ALWAYS GET THOSE UP-FRONT LOCATIONS IN THE BEST RESTAURANTS, BARS, AND TAVERNS!

Electro OFFERS YOU:

THE ONLY SMART, MODERN CONSOLE DESIGN, PROVED THE BEST BY THREE FULL YEARS OF USE IN THOUSANDS OF LOCATIONS THROUGHOUT THE COUNTRY — YET THE LOWEST PRICED ON THE MARKET TODAY!

- New type baked-on wood grain finish keeps the new look for years.
- Only 44" high, *Electro* opens thousands of profitable new locations.
- Built for easy operating and servicing.

Did you know that . . .

C-8 LABORATORIES MAINTAIN A MODERN DEVELOPMENTAL DEPARTMENT IN WHICH ALL THE VITAL PARTS OF ELECTRO ARE CONSTANTLY SUBJECTED TO RIGID *LIFE-TIME PERFORMANCE-PLUS* TESTS ON ESPECIALLY DESIGNED TESTING MACHINES?

This Is Just Another Reason Why Electro Will Continue to Lead the Field!

ORDER TODAY FROM

WEYMOUTH SERVICE CO.

4955 Santa Monica Blvd. Phone OLympia 1951 Hollywood 27, Calif.

CIGARETTE VENDING

Demand for Electro Continues at Fast Pace

HOLLYWOOD — With demand for *Electro* continuing unabated, Al Weymouth, head of Weymouth Service Co., reveals that there are two general types of locations spearheading the constantly expanding market: one is the location not having sufficient space for an upright; the other is the high type of location requiring its cigarette machine to fit in with the rest of the furnishings.

"*Electro*, with its exclusive console size and smart new type of baked-on wood grain finish, fills the bill perfectly," Weymouth said, "and consequently more and more operators are buying *Electros* today."

Weymouth further points out that C-8 Laboratories are the only cigarette machine manufacturer which constantly subjects the vital parts of the machine to rigid performance tests. Specially designed testing machines operate each part longer than the part would normally be operated during the life-time of the vendor, thus assuring long years of trouble-free service from every mechanism.

Operators in Southern California and Arizona are getting prompt personal attention from Weymouth, who travels the territory extensively.

Ice Cream Biz Needs Vendors

WASHINGTON—The ice cream industry feels the need of vending machines to boost sales more than ever, now that official reports on 1948 total production have been made available. The output last year showed a decline of 10 per cent from the previous year.

But output last year was running about 13 per cent above the five-year average for the industry. However, the downward trend in ice cream sales has not yet been checked. The months of January and October last year had the biggest drop from the same months in 1947.

Data Piles Up On Cigarette Brand Battle Among Leaders

NEW YORK — Another national survey on cigarette brand sales is now available to show what happened in the competitive brand battle last year. The latest release is a survey, by Prof. Charles W. Williams, for *Business Week* magazine. The best known survey is probably that of Harry M. Wooten published in *Printers' Ink* each year, and the one which caused an outcry from the maker of Camels because it implied that sales of the brand dropped about 4 per cent last year.

The new BW survey has Camels dropping about 3 per cent in sales last year, from the 1947 mark. The maker of Camels has explained that production of the brand was off last year but that sales made a good gain over 1947.

All of the surveys seem to give special mention to Philip Morris for the excellent showing of this brand last year—chalking up a gain of 23 per cent in the BW survey over 1947 sales.

In THE REVIEW survey of opinion among cigarette operators (published in the December issue, page 38), it was stated that operators often mention Philip Morris as showing good gains in their territories. The brand was most often mentioned as making the biggest gains in most territories during last year, the up-and-coming brand for the year—although many operators said they did not believe there is an up-and-coming brand for cigarette machine sales.

Official government reports on 1948 output are also available, showing that total for the year was 348,730,092,913 units, based on tax reports. This was a percentage gain of 3.8 per cent over 1947 but was a decided drop from the 385 billion or more cigarettes that had been predicted by the experts as the probable output figure.

Even though the predictions were above the mark, it was still the ninth successive year in which smokers have increased the total national consumption of cigarettes. Population increases account for some of this annual gain and the percentage of smokers among the total population is also gaining.

But the surveys on smoking are always raising some questions about who smokes and why. *Argosy* magazine had a survey made to determine what percentage of people smoke cigarettes and cigars in the various territories, and the check revealed that the Pacific Coast and Mountain states had the smallest percentage of smokers in the total population—and it is the Pacific Coast area that has shown the largest gains in population since 1940. Much of the increase in population in this area has been migrants from other areas, so the question is raised whether it is the non-smokers that are doing most of the migrating.

Operators in the Pacific Coast and Mountain states might remember that they do business in territory which has the lowest percentage of smokers among the total number of people. A more detailed study of the territorial variations in cigarette use was published in THE REVIEW, December, page 55. This study showed per capita use of cigarettes on the decline in Washington and New Mexico but on the increase in Montana and Nevada, as indicated by state cigarette tax collections.

To return to the BW survey, the percentage gains in sales of the various brands in 1948, as compared with 1947, are as follows:

	per cent
Lucky Strike	**0.5**
Camel	**3.0 (loss)**
Chesterfield	**5.7**
Philip Morris	**23.9**
Old Gold	**9.6**
Pall Mall	**17.5**
Kool	**30.0**
Tareyton	**25.0**

All of the surveys seem to agree in giving Philip Morris the credit for making the biggest gain in the brand race, and then Chesterfields rank next in making gains. Mention is frequently made of the Philip Morris advertising theme last year which stressed the "no cigarette hangover" idea. The statistics on sales would suggest that smokers are giving heed to the advertising.

BARGAIN SALE

USED CIGARETTE MACHINES

All machines have been thoroughly overhauled by trained Rowe servicemen, are in top mechanical condition and excellent appearance.

Ready for Location

8 Col. Rowe Imperials - - - - - - - - - $60.00
8 Col. Rowe Royals - - - - - - - - - - 85.00
10 Col. Rowe Royals - - - - - - - - - - 85.00

F.O.B. Los Angeles

ROWE SERVICE CO.

2620 So. Hill St. **Phone PRospect 3228** **Los Angeles 7, Calif.**

Among the lesser brands, Pall Mall, Tareyton and Kools get special mention, last year having been a banner one for them; Kools apparently made the biggest percentage gain.

The final conclusion, from all the statistics, is that 1948 was a very successful year in cigarette sales. The gains were made in spite of a price increase over the nation which many feared would slow up national consumption. In many territories the price increase enabled cigarette operators to adjust profit margins to costs by increasing the retail price by two cents. But keep in mind that in some states total cigarette sales were showing a decline during the last two years.

The new year started off with more attention being paid to taxes on cigarettes than to sales. Both retailers and operators regarded a decline in cigarette sales in January as the normal result of big carton sales during the holidays. So many states already collect a tax on cigarettes that it had been generally expected the rest of the 48 states would add such a tax this year, or at least battle over such proposals. But January reports on legislation did not show a rush to pass state taxes on the product. Bills to tax cigarettes were reported in California, Colorado and Michigan, but these had been expected and it is also anticipated a bill will pass in these states. A bill was introduced in the New Jersey Legislature to repeal its cigarette tax which went into effect last July 1.

Congress may become the scene of bigger battles over cigarette taxes than the states. There is a definite move, backed by the big CIO labor group, to repeal federal taxes on cigarettes in the general move to repeal all excise taxes. But leaders of the union are not too hopeful that cigarettes will be freed this year. Tobacco trade groups are also asking Congress to lower the federal rate on the dime brand cigarettes. This plea has been made in previous years and there is a better prospect that something may be done about it this year.

* * *

"He was quite a dude before he married."

"Yeah, but now he's sub-dued."

REGIONAL REPORTS

(Continued from page 28)

ducing a total of $6,000,000 solely for the pensioners and this total could be easily doubled if all counties in the State would follow the law. But as it is, many prosecutors refuse to recognize the legality of it. It seems that a state law when duly passed upon should be recognized by all counties within the State.

As this is being written, another bill has been introduced to increase the present state tax on pin balls from 20 to 40 per cent. This would be the straw that breaks the camel's back—if passed. Local operators are paying 10 per cent to the city on pin balls and 5 on club operated slots in addition. Personally, I think I will start raising rabbits.

The Spokane situation is getting hotter by the minute, two council meetings having been called on successive days. Latest developments are that the two issues be placed on the ballot in the coming city election. The two advisory questions deal with bell machine and pin ball operations separately and will not be mandatory, as the question cannot be placed in a legal position on the present ballot, owing to a city charter rule that all propositions be submitted within 45 days of an election. It is felt that a vote would satisfy all concerned. It is a very serious question as several million dollars are involved and several hundred jobs are in jeopardy.

W. L. Ferrall

Twin Cities

Coinmen, many of whom have been snowed or frozen in during past four to six weeks with blizzard and 15-below temperature conditions, nevertheless are unusually optimistic about the Industry's prospect in this territory for balance of 1949, particularly after giving glowing reports about "resurgence", "rejuvenation", etc., obtained during the CMI convention in Chicago.

Coinmen believe money, equipment, demand have loosened with resultant business upswing during the end of January and throughout February, despite adverse weather. Many are buying with an eye on anticipated high revenues this spring and summer, particularly in the resort areas upstate.

Of course, shuffleboard is the biggest news here as elsewhere and operators and distributors alike, at first slow to catch on to the new "business-saver," are clamoring for equipment, information about the game, and establishment of routes and additional locations.

Shuffleboard is definitely in with a bang, with demand driving distributors "virtually crazy" as one put it. Archie LaBeau, LaBeau Novelty, Rock-Ola distributor, said he has been begging manufacturers for additional equipment to meet the demand. A similar report comes from Lieberman Music, also Rock-Ola line distributors. The common voice is that the game is the greatest thing to happen to Industry in years.

Shuffleboard, along with increased music, record and pin game business, is keeping many operators out in their territories for weeks at a time. One operator hasn't been home in eight weeks, another a month, business is keeping them hopping so.

Shuffleboard, which has gone far beyond expectations here, is definitely here to stay. What is believed to be first exclusive shuffleboard court in the nation, has opened in the loop here with six shuffleboard drives; court is operated like a bowling alley and with city, county and state tournaments planned.

Another, Shuffle-Inn, opened in north Minneapolis by Irv Goldberg and Bill Lebo, with three boards, one phono and six pin games plus a snack bar. Place is drawing heavy business, Irv and Bill report.

In general, the 1949 outlook is good as business stabilizes itself, the trade believes; 1948 music and pin games held their own, arcades were off but hope to recover mildly this year while vending machine business fairly struggled.

Record business is spurting, particularly since the end of the Petrillo ban. Dealers are hopeful on this end. During 1948, distributors reported, sale of music machines largely confined to sale of used equipment and a little new equipment, in spotty stage, however. This is expected to change soon. Business generally, is about even with a year ago but shuffleboard, new music, new equipment within price-reach, is expected to boom business shortly.

It is evident operators are now looking for new equipment, with increased interest on all fronts for display of new music boxes and pin games by distributors. Flippers saved the pin game business last year and shuffleboard is expected to aid immeasurably in 1949, from location point of view especially.

New legislation will be the major headache of trade here as elsewhere. Legislation aimed at barring minors entirely from entering spots where pin games are displayed is anticipated, along with other threatening legislation.

Arcade business hopes for resurgence this year, after poor showing in 1948. Pop corn is doing fine in theaters but elsewhere only a few machines are available or report any sizable volume. New locations for pop corn vendors may be the answer.

Soft drink beverage dispensing is getting heavy play for cup vending hereabouts, with additional locations springing up and new types of equipment bowing in, to brighten the picture this year along with lowering of costs.

Candy is remaining steady but decline in bar costs and chocolate will help the situation immeasurably, plus the addition

(See REGIONAL REPORTS, page 45)

EXCEPTIONAL VALUES IN
USED CIGARETTE MACHINES

NATIONAL

9-30 Standard	$ 65
9-30 Special	75
9-50 Shift and no king	85
9-50 Special shift and king	95
9-A Shift and king	110

ROWE

Imperial, 8 column	$ 60
Royal, 8 column	85
Royal, 10 column	85
President, 8 column	100
President, 10 column	105

DuGRENIER

S Models, 7-column	$ 55
W Models, no shift	65
W D with shift	75
DuGrenier Champion S-11	95

UNEEDA PAK

Model E (trigger handle) 6-9 column	$ 60
Red Knob, 8-9 column	75
500 (cup delivery) shift and king, 9 col.	95
500 (cup delivery shift and king, 15 col.	100

STEWART McGUIRE

4 Column Model E	$ 40
6 Column	45

NOTE: On sales of five machines or more either of one model or a group of models, we will allow a discount of $2.50 per machine. All sales are made on the basis that we guarantee the mechanical condition and operation of each unit and the prices are F.O.B. Los Angeles and terms cash.

WEYMOUTH SERVICE CO.

4955 Santa Monica Blvd. Ph. OL. 1951 Hollywood 27, Calif.

LOOK AT THEM ALL! • SEE FOR YOURSELF!

The NATIONAL 9M STANDS ALONE!

THE *Only* MANUALLY-OPERATED CIGARETTE MERCHANDISER

With ALL THESE FEATURES

SINGLE COIN INSERT
MULTIPLE COIN OPERATION
(5c — 10c — 25c)

•

NICKEL CHANGE-MAKER AVAILABLE WITH ADJUSTMENTS FOR PRICE CHANGES REQUIRING NO NEW PARTS, COSTING YOU NOTHING

•

PENNY BOX MATCH ASSEMBLY AVAILABLE

•

PROFITABLE CAPACITY WITH BRAND DISTRIBUTION...9 COLUMNS HOLD 440 PACKS OF CIGARETTES — ADEQUATE BOOK MATCH CAPACITY

•

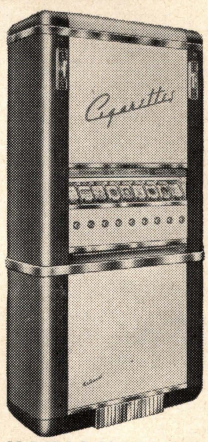
CENTRAL DELIVERY OF CIGARETTES, MATCHES AND CHANGE ...ALSO COIN RETURN

•

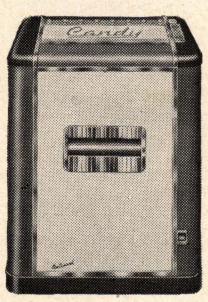
Now Available:

1—PENNY PUSHERS
2—NICKEL CHANGERS
3—BOX MATCH ASSEMBLIES
4—QUARTER CONVERSION SETS for Pre-War NATIONAL MERCHANDISERS

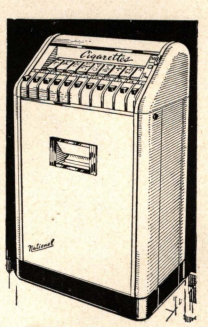
•



NATIONAL 9E
Electrically-operated Conventional-Type Cigarette Merchandiser. Can be equipped with NATIONAL nickel Change-Maker



NATIONAL 8CE
Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes, many other items



NATIONAL 9EC
The last word in Electrically-Operated, Console-Type Cigarette Merchandiser — with built-in Change-Maker and other exclusive NATIONAL features

NATIONAL VENDORS·INC·

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.
MEMBER N. A. M. A. AND N. A. T. D.

FTC On Quantity Discounts

WASHINGTON — The Federal Trade Commission is making increasing provisions for preventing quantity discounts to large buyers in all kinds of business. The candy trade will be especially interested in this step, since charges have been made by candy wholesalers for a year or more that special discounts were given to large buyers of candy bars.

Official reports say that the new plan announced by FTC is the first time the commission has attempted to use its power to tell sellers that there is a point beyond which they cannot increase their discounts merely because of an increase in the quantity ordered.

It seems the FTC is now taking steps to notify all sellers of goods that there are specific rules which they must follow in selling to large buyers.

Army Asks Bids On Candy

CHICAGO — The Army recently asked for bids on certain kinds of candy bars by manufacturers here, to be supplied for the Army's individual assault ration. Bids were asked on one-ounce sweet chocolate bars, starch jelly candy bars, tablet chewing gum, etc.

Production capacity of the candy trade is so high at the present time that needs for the entire military forces are not expected to cause any shortages of the particular bars needed by the government.

Western Candy Meet Date Set

SAN FRANCISCO — The third annual convention of Western Confectionery Industries will again be held here, the tentative date having been set for March 24 and 25. A. C. Carrington, Alameda, has been named as chairman of the convention.

Bigger Bars, Lower Prices, New Trend In Candy Market

CHICAGO—In one of its own special surveys, the *Wall Street Journal* recently summarized the resuts of its investigations in a front page story that said: More for a Nickel. Two trends are at work in the candy bar trade and both of them form a pleasing story to operators of vending machines.

1. Candy bar manufacturers are already cutting prices, and will probably reduce them still more during the year.

2. Candy bars are beginning to show an increased size.

Three reasons are given for the present candy bar situation: consumer resistance to higher prices, increased competition and a 50 per cent drop in cocoa bean prices.

Operators have heard about consumer resistance to higher prices in the discussions during the last two years about dime bars. Even a year ago operators were beginning to observe the increased competition among manufacturers. It was more than brand competition, and extended to the point of salesmen becoming more courteous, as many operators phrased it.

The decline in cocoa bean prices is said to have been a surprise to the trade. It happened mostly during December and January and was especially noticeable in the market reports during the first month of the year. However, authorities predicted fluctuations in price and by Feb. 1 the markets started doing just that. It was also reported there are no signs that controls over African and Brazilian supplies have been relinquished.

But a decided price drop had already taken place, seemingly more than enough to offset scares about sugar prices. Furthermore, many other ingredients used in candy had been a part of the general price declines of recent months.

To help along, copra took a price dive of about 25 per cent and cocoanut bars will in time feel the aid of such a price advantage.

Although operators said they had not been confronted with much criticism about the small bars, according to THE REVIEW survey published in our February issue, page 42, yet it is known that consumers did not like the small bars. The WSJ says, however, that consumers took the reduced bars in preference to a price increase.

Thus, consumers will welcome the news that manufacturers are already beginning to increase the size of bars. Mars, Inc., is reported to have started increasing size of its bars late in December, with about 13 per cent covering the average increase; one of its bars has about 20 per cent more chocolate, and another has 22 per cent more almonds and chocolate; another bar has had its cocoanut make up the increase.

Saying that peanuts have not yet come down in price, Williamson Candy Co. add-

2 of America's most powerfully advertised bars

RADIO— David Harding "COUNTERSPY" ABC NETWORK Every Sunday 5:30 P.M. EST.

Billions of BOOK MATCHES Distributed Nationally

Smashing 4-Color Ads in LOOK Magazine

RADIO SPOT ANNOUNCEMENTS in Principal Markets

Full-color ads in popular COMIC BOOKS

Millions of BOOK MARKS Distributed to School Children

ed some to the weight of Oh Henry bars beginning Jan. 1, also another small increase as of Feb. 1. Peter Paul, Inc., began more than two months ago to increase the weight of three of its bars—although old labels are still being used. This firm made the chocolate thicker.

Other bar manufacturers were reported to be increasing bar sizes, as of Feb. 1, but would require three to four weeks to get new bars out on the market.

The price angle will be of most direct interest to operators. Many of them have already profited by the price reductions on certain bars, and notices of price reductions on candy bars are now a welcome routine. The WSJ lists the following price reductions to illustrate the trend:

E. J. Brach & Sons wired wholesalers, Jan. 31, that prices on three of its bars had been cut from 80 to 72 cents on 24-count boxes; Walter H. Johnson reduced Powerhouse bars from 80 to 72 cents; Wilbur-Suchard offered a January special, at 72 cents instead of 80; Euclid Candy Co. has cut from 80 to 75 cents; and so on. Some of the firms have been offering similar price cuts on the larger packs most often purchased by operators.

Hershey is said to be sticking to its price list, but admits considering a bigger bar. Hershey has helped other manufacturers reduce prices, however, by cutting cost on coatings by as much as half on some types.

Operators will be interested in the report that candy manufacturers' sales have been running about 20 per cent below the same period a year ago. It seems that 1949 is starting off similar to the previous year, for the first two months of 1948 brought a definite drop in sales of all kinds of candy, including candy bars through vendors.

Manufacturers say that, by giving operators and retailers a better break and also by giving the consumer a bigger bar, they hope to sell more candy bars this year.

In an official report, the National Candy Wholesalers Assn. said manufacturers had started reducing prices last year, but that some makers were offering premiums and deals in an effort to maintain present prices. Wholesalers much prefer price reductions, the report said.

The cocoa bean subject probably will be much discussed for months. The spot market price dropped from 53 cents a pound last November to 23 cents on Jan. 31. The African crop began moving in November and showed up to be bigger than expected. About half of the Brazilian crop has been held off the market, but will be available eventually. Processors like Hershey carry supply to cover three to five months. General stocks in the country are low; most buyers bought lightly for months to force prices down.

Cocoa bean and chocolate market circles have buzzed for weeks with reports that candy bar sizes will be increased and will use more chocolate. One candy trade paper recently said market authorities have advised that the recent drop in cocoa bean prices was "quite abnormal," and that sellers of chocolate should be prepared for other changes.

Peanut prices come in for much criticism by candy manufacturers. Market prices for processed peanuts seem to be still holding at a high level, said to be bolstered by the large exports of peanuts. Growers have been getting about one cent lower per pound than parity support price for their 1948 crop. Except for the present high export rate, peanut prices should show some declines in price.

REGIONAL REPORTS

(Continued from page 42)

of new locations such as airports and filling stations here.

All in all, the Industry is crying for a more effective public relations program at the community level and a number of prominent coinmen and association officials are aiming at getting membership interested in becoming more active in their community affairs to gain friendship towards the long-suffering Coin Machine Industry in this state. Coinmen hope to build reputations to prevent future attacks.

N. F. Wood

Washington, D. C.

Operator business has not been good recently, but thousands of D. C. government workers are about to get a $330 raise, and that should mean a lot more loose money floating around. Federal workers received a similar raise last year.

General business during January and early February was also poor except for a brief spurt during Inauguration Week, and even that spurt was less than expected. Operators are not discouraged, however, and hope for better things when the winter doldrums are over. Commerce Dept. has come out with some interesting figures for Washington business. All retail businesses in 1948 averaged a 5 per cent gain over the previous year. For filling stations and drug stores in the nation's capital, the gain was about 14 per cent. D. C. restaurants and taverns, however, reported declines of 3 per cent from 1947.

Arcades are doing fairly well, with two new ones having opened in recent weeks to bring the downtown total to seven. In mid-town, two Negro establishments are operating. The opening of a fourth D. C. television station, WOIC, hypoed TV interest to the detriment of phono operators. The sensational success of the local basketball pros has spurred interest in telecasts of the games. The flow of coins into pin balls has been satisfactory, but the terrific cost of maintenance and new equipment is playing hob with the net.

Soft drink vendors are doing fair for winter months, while the pick-up in candy sales hasn't been all that could be hoped for. Ciggie machines are doing okeh, but operators have their eye peeled on the prospective sales tax which will force a price rise. Luckies are well out in front, but Philip Morris is moving up like a house afire. Coin laundries, located in most of the newer apartment houses, are earning their keep, and a couple of laundries have opened up in the northwest section of town. Shoe shiners are spotted only in arcades and are attracting little trade. Scales continue to show a small but steady profit.

Roy S. Ramsey

Push Quarterly Tax Payment

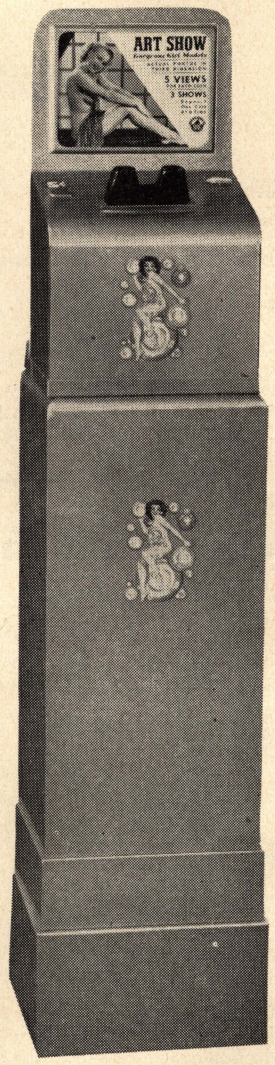
MIAMI BEACH, Fla.—A special meeting of the tax committee of the National Assn. of Automatic Machine Owners was held here recently to outline plans for obtaining payment of federal taxes on coin machines quarterly instead of on an annual basis.

The committee discussed ways of presenting a petition to proper officials, possibly to the House Ways and Means Committee eventually. Arguments to be used were also discussed fully. One suggestion considered is that federal tax stamps be issued, to be affixed to each machine on which fee has been paid. Before further steps are taken, NAAMO requests that operators write their views to its headquarters at 1325 Boardwalk, Atlantic City, N. J.

DO YOU WANT TO SAVE A MILLION DOLLARS?

—Then you'd better start a mint— But we can help you make money if you'll buy 10 of these—

MONEY-MAKERS



5¢ ART SHOWS

NUDIE BEAUTIES

The loveliest girl models, shown in actual color photos in third dimension, 35mm. film loops. Three programs on each loop. Customer must spend three nickels to see all three programs. They see the shows over and over again! Extra color films $2.50 per loop of three programs. Machine entirely automatic, electric—plug in anywhere!

$62.50 Complete with Console Stand as Illustrated.

Machine Only—**$49.50**

Prices f.o.b. factory; deposit required with orders. Complete with three-program color film, ready to start earning big money!

SALESMEN & DISTRIBUTORS

Write for Proposition

Shipman Mfg. Co.

1326 So. Lorena, Los Angeles 23, Calif.

DON'T BUY ANY ELECTRIC SCOREBOARD UNTIL YOU INVESTIGATE THE Western

TESTED AND PROVED ON LOCATION FOR 9 MONTHS

- Wall type.
- Can be used with all shuffleboard makes and models.
- Fool-proof throughout.
- Few moving parts.
- Simple to operate.
- All parts are new.
- Attractive hardwood cabinet.
- Ten cent coin chute.

There are still a few distributorships available for both the Western Scoreboard and the outstanding Western Black Top Shuffleboard. Inquire today!

WESTERN SHUFFLEBOARD CO.

2307 W. Pico Blvd. Los Angeles 6, Calif.

Phone DUnkirk 8-1937

Branch Office: 944 7th Ave., San Diego, Calif. — Phone F. 9-8414

OPERATOR'S PRICE

$149.50 F.O.B. Los Angeles

Los Angeles

You've heard of Nature Boy; now give a listen to Laughing Boy. He's Music Operator Roy B. Jones, who has never been caught with a sad puss since he left the insurance business and joined the music ranks. The other day he and his partner, Ray Powers (no relation to Ray R., the popular manufacturers' representative) had enough money between them to buy one pair of shoes, so they flipped a coin and Laughing Boy won. He was seen strutting his stuff at the Nickabob Co., wearing purple shoes with multi-colored shoe laces.

H. B. Hoffman, one-ball operator of Spokane, Wash., couldn't resist Coin Row while on his way to Arizona, thence to the Mardi-Gras, and spent part of his two month vacation chinning with the local coin clientele.

Mary Sims, vivacious manager of Western Shuffleboard's Los Angeles office, did a lot of recovering last month. First she recovered from a bad ankle sprain, then from a bad cold, but she's still not recovered from the deluge of orders for Western's electric scoreboard which continues unabated.

Little known fact about a well known coin figure: Ralph Clapp, head of R. B. Clapp Co., the electrical timing specialists, is a member of the San Gabriel Chapter of the Barber Shop Quartet Singers and appeared over KXLA for three years with his three brothers: Albert, Randall, and Arch. Back in 1898, when the Clapp boys first went vocal, Ralph's dad had a combination grocery store and meat market. Fifty years later the Clapp quartet returned to the same site—now the city hall—and completed half a century of harmony. Incidentally, there are 500 chapters of the Barber Shop Quartet in the United States, comprised of 25,000 members.

Quickies—Dan Donohue, Seeburg's western representative, paused in Los Angeles long enough to report that Seeburg's *Select-O-Matic 100* is boosting music grosses to almost unbelievable heights—CMAC's Bob Morse, back in town after nine months in Arizona and New Mexico . . . Operator John Hawley reports increased business in cigarettes and shuffleboard the first week of February, with music gross remaining unchanged . . . Nels Nelson, general manager of Ray Powers' Los Angeles office, holding down the Pico fort while Ray completed arrangements for the opening of the Sacramento office . . . Weymouth Service Co. has appointed L. Silver of San Francisco as sub-distributor for the Vendall candy vendor . . . Merc-Cal Vendors, distributors of the Mercury Athletic Scale, have been appointed California franchise operators for the Hayes-Sloan Bowling Ball Cleaner, which washes, cleans and drys balls in 50 seconds for a dime.

Paul A. Laymon is featuring some new pucks for shuffleboards which he contends are the last word. Known as *Ros-Con*, they are standard weights of the hardest metal and give perfect satisfaction despite heavy usage.

Fred and Ollie Trevillian have disposed of their historical El Paseo properties in Santa Barbara for a reported $450,000. Avery Brundage of Chicago was the purchaser.

The Industry was saddened to learn of the death of the wife of G. B. Sam the first of the month. Burial was on February 5th.

Mr. and Mrs. Walter Ross, Long Beach, were recent visitors in the city. Ross used to operate but is currently selling shuffleboards and traveling the western states.

The Who's Who of Coindom continue to frequent the Laymon establishment and this month found W. E. Erwin in from Needles; along with Albert Cicero, Santa Maria; William Bradley, Covina; William Shorey, Stuart Metz and Irving Gayer, San Bernardino; Jack Johnson, Johnny Ketchersid and Charles Cahoone, Long Beach; Pop Burris, Montebello; Ivan Wilcox, Visalia; F. L. Griffin, Pomona; Jack Neal, Riverside; Perry Irwin, Ventura; Clyde Truss, Oceanside; William Sparrow, Santa Barbara; Jack Mallett, Claremont; Al Anderson, Shafter; and E. E. Peterson, San Diego.

Pete Schupp, Inglewood, is finding vitamins a valuable adjunct to operating. "Helps one get more locations with the added pep they give," he claims.

Bill Bye, former Wurlitzer factory representative in the West before the war, now has a bottling plant and a lumber yard in Los Angeles.

Harry Williams, Chicago, planed in on February 15th for a visit with local coinmen and flew out on the 18th to visit Arizona operators enroute back to Chicago.

"You just can't beat the Recordio for steady, consistent returns," claims Paul Laymon. He displays some figures on averages in PX, YMCA, depot and waiting room locations to prove his contention. Laymon has an ex on the unit for California.

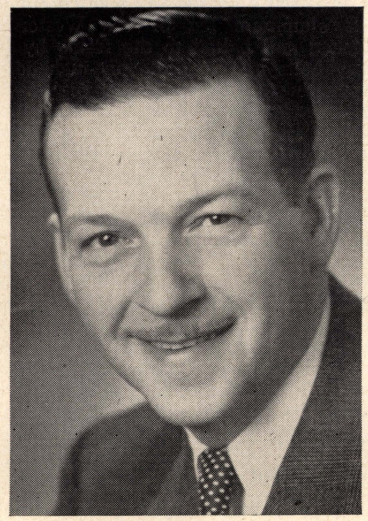
Mutoscope Sales Mgr. Visits Western Area

LOS ANGELES — Herbert Klein, sales manager of International Mutoscope Corp., Long Island City, visited the West Coast territory recently in the interests of his firm. Klein had previously attended the 1949 Coin Machine Show in Chicago and reported an excellent reception of the firm's new machines.

He traveled north to San Francisco and other points and called on coinmen, many of them who have been Mutoscope customers for years. He also called on new customers who had recently made inquiry about the newest products of the firm. His trip also included a number of arcades along the Coast, since this type of establishment is probably more numerous here than in most sections of the country.

Klein said demand was increasing steadily for the three new arcade machines which his firm recently introduced. The playing principles in these machines are already well known, he said, and operators also know the firm that builds them.

He also brought good reports of the new book vending machine offered by Mutoscope, and said his firm recommends it as a specialized operation. To succeed with book vendors means that an operator concentrate on the merchandising of books, he said.



Ray R. Powers

Powers Opens New Office in Sacramento

LOS ANGELES—With the opening of a new office at 2711 Riverside Blvd., Sacramento, Ray R. Powers has written another page into a success story having few parallels in the Coin Machine Industry.

Just eight months ago Powers, a veteran of 12 years in the coin business, opened his own establishment on Coin Row. In rapid-fire order, he introduced new innovations and improvements into the shuffleboard field which took the Industry by storm.

It wasn't long before Powers had built up a network of distributors throughout the United States and was continually forced to increase production to meet demand.

Powers is generally regarded as being first to introduce rebounds to the shuffleboard field and was among the first to recognize the value of electric scoring units and the important function they perform in making sure the operator receives a full collection box.

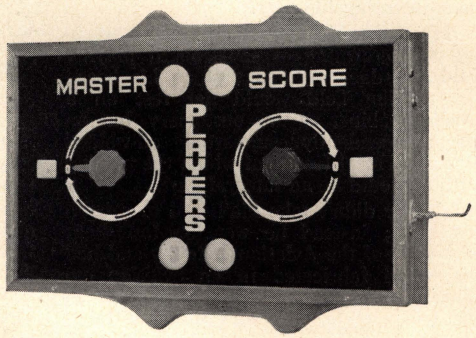
When Powers hits upon an idea or a new type machine, he doesn't bring it out on the market immediately. Instead, he ships samples to his distributors throughout the country; the distributors put the device through a series of tough field tests to see if it measures up to the high quality standards set by the parent firm.

Close associate of Powers in his trail-blazing activities is Nels Nelson, a veteran of 25 years in the Coin Machine Industry. Nelson is general manager of the Los Angeles branch and his long years of experience have proved invaluable to the fast-growing company.

California Shuffleboard Presents...

"MASTER SCORE"

ELECTRIC COIN-OPERATED SCOREBOARD



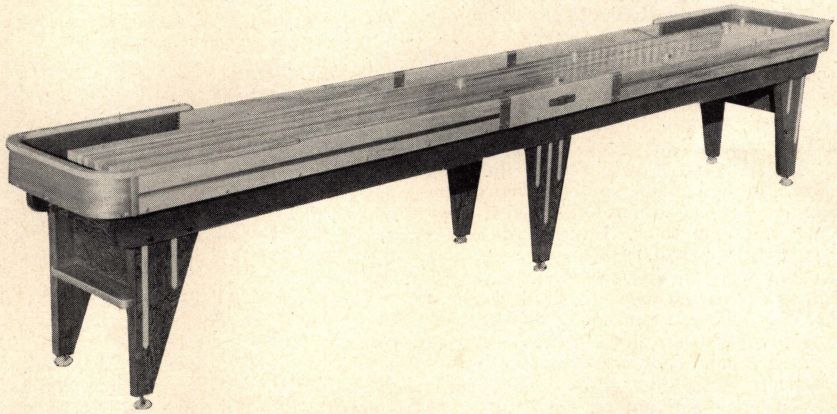
• Solid mahogany cabinet. • Lights 4 ways. • "On" and "off" switch regulates coin chute. • 90-day guarantee against defective workmanship and parts.

OPERATOR'S COST → **$94.50**

Special Price to Distributors

California **"CHAMP"**

15 FT. (THREE-QUARTER SIZE) SHUFFLEBOARD



The California "Champ" is the only 2-game surface shuffleboard on the market which permits the playing of both Horsecollar and Shuffleboard on the same top!

Playing field is laminated Eastern Hardwood Maple, approx. 3" thick . . . Weights are hard chrome . . . And price is SECOND TO NONE!

DISTRIBUTORS WANTED!

We also manufacture 18, 20, 22 and 28 foot shuffleboards.

CALIFORNIA SHUFFLEBOARD

Original manufacturers of Shuffleboards on the West Coast

8535 E. Center Street **Clearwater, California**

Phone MEtcalf 3-5094 or Long Beach 5-5546

Royal Shuffleboard Scores Big Success

WATSONVILLE, Calif.—Last fall C. T. (Happy Jack) Girdner, veteran coin machine operator, had an idea—an idea that has flowered into one of the most amazing success stories in the Coin Machine Industry and added much prestige to the western manufacturing industry.

Having heard many reports about warping and crowning of shuffleboard playing fields, Girdner decided that on his board the playing field would not rest on a wooden cabinet as was customary, but on an independently supported all-welded structural steel frame, of which the playing surface would be an integral part.

Girdner didn't take his board to a cabinet shop; instead he went to top flight personnel of the Aviation Industry and had his board fabricated in an aviation engineering plant accustomed to manufacturing products to close and exacting tolerances.

Result was a board that was permanently level and free from all distortion and warping.

"When it came around to marketing my boards," Girdner said, "I decided I wasn't going to make the same mistake of many other manufacturers who were selling poor quality shuffleboards to distributors, operators, locations—anyway and anywhere they could. I checked with leading distributors and found out that these were the exact reasons they didn't want to handle boards: they would not sell a product which they could not back up, nor would they handle a board which the manufacturer was selling direct to operators and locations in the distributor's exclusive territory.

"I decided that the Royal would be sold only through authorized coin machine distributors."

The new standards of engineering and construction built into the *Royal*, in addition to its beautiful workmanship, made it an instantaneous hit with coin machine operators and distributors.

"We took the *Royal* back to the CMI Show," reports Lon Garrett, sales manager for C. T. Girdner Co., "and it positively stole the show. I turned down orders aggregating 200 boards because it is contrary to our policy to sell direct to operators or through non-authorized distributors. In addition, we turned down direct orders from two operators in the West who wanted 75 and 100 boards respectively!"

Garrett added that while many boards sell on price and not on quality, *Royal's* entire program is built around quality. "Yet," he added, "even with all the plus features built into the *Royal*—including a one-year warranty against defective material and workmanship—the price of our board is still competitive."

Garrett stated that coin machine distributors are now being lined up to handle *Royal* in the East under the same sales policy prevailing in the West.

Candy Price Reduction Quickly Boosts Demand

CHICAGO—February news of the candy trade was sprinkled with news reports of cuts in candy bar prices by manufacturers, and firms making price reductions reported that sales immediately began to climb. Chase Candy Co. announced a reduction from 80 to 72 cents per standard 24-count box. Price reductions have been announced on Hershey and Nestle chocolate bars; in fact, reports followed close upon each other, indicating a trend.

Meanwhile, the official government report for candy sales in December showed a decline of 8 per cent from December 1947, and also a drop of 16 per cent below November sales (for manufacturers).

Natural Color Pics Pep Sales Appeal of Art Show Machines

LOS ANGELES — The use of natural color pictures in the *Art Show* machine gives it 100 per cent more pulling power, according to officials of Shipman Manufacturing Co. The machine provides five poses, in third dimension effect, for a nickel. Officials state that the mechanism of the viewer is very efficient and ample stocks are available for prompt shipment.

The firm stresses that this machine, and the beautiful color films offered with it, are suitable for adult locations only. Operators are urged not to place it in locations frequented by minors. Cocktail lounges, beer parlors and taverns generally are recommended as excellent locations.

The Shipman firm maintains full production of its stamp vendors and reports that demand is at a high level. The firm dates its entry into the stamp vendor field back to 1934, when the first such vendor with the firm's label was made. The firm had made its first coin device in 1932, a peanut machine. The line of stamp vendors was advanced in 1942 by adding the triplex model, and the firm now offers what it calls the most complete line of machines for vending stamps.

The *Select-A-Bar* candy vendor has also been newly improved and a new production run has recently been completed. The firm made its first Hershey bar vendor in 1936. The present candy vendor has three compartments and will vend bars of practically all sizes and shapes, thus offering good selection.

Western Shuffleboard Ups Production to Meet Demand

LOS ANGELES — Production has been steadily increased at Western Shuffleboard Co. to meet accelerated demand for the firm's black top shuffleboard and new electric scoreboard, with additional production lines being added to the plant.

The story of Western Shuffleboard's rise to the front ranks in the field is a spectacular one.

"Back in 1947," recounts Jack Millspaugh, head of the firm, "I was trying to devise ways to keep maple from dispensing moisture and warping. Finally, in 1948 I hit upon the black top."

Millspaugh manufactured the board in San Diego; in October of 1948 he opened another office in Los Angeles, and in rapid-fire order built up distribution in 18 states.

"We have consistently striven for quality," Millspaugh said, "and never try to beat prices to sell a board." He pointed out that each aluminum leg of the Western is attached and bolted to the frame by four heavy bolts and that the one-inch adjustment screw at the base of each leg provides for easy levelling. The Western playing field is made of masonite, treated by a special process so as not to be affected by heat, cold or moisture, and is securely anchored to the frame. The board is shipped in two pieces, making for mobility and ease of assembly.

After nine months of testing on location, Millspaugh has come out with the Western electric wall type scoreboard. "We could have jumped the gun and brought our scoring unit out earlier, but we wanted to make sure it was trouble-free throughout. Ours is a moderate priced unit which will give long months of satisfactory service."

"Custom" Doubles Output, Adds Electric Scorer

LOS ANGELES — The Custom Shuffleboard Co. has doubled production to keep up with the constantly increasing volume of Custom distributors in the West, and now as far east as the Mississippi River.

"Our new plant has now been in operation almost 60 days, and as output is now equal to monthly production in our original plant, we are now producing and shipping almost double the number of *Custom* boards we were prior to January 1," Wayne Wipert, vice-president of the company, said. "The unequalled quality and beauty of our maple top playing surface, with walnut inlays and the steel anchor braces that prevent warpage and permit feather edge adjustment makes each *Custom* shuffleboard sell another one."

Lee Mitchell, company president, announced the new *Custom* electric scoreboard is being offered to all operators and distributors on an immediate and unlimited delivery basis and on an unconditional six months guarantee.

NEW MACHINES ARE EXPENSIVE!

Make Use of the Equipment You Have

DECORATED, PERSONALIZED MIRRORS
WILL GIVE YOUR PRESENT EQUIPMENT THAT

New Look

FOR AS LOW AS $4.40 ON SOME MACHINES

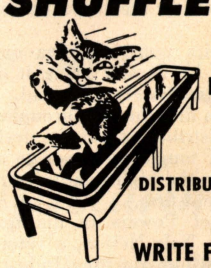
Cigarette Machines, Music Cabinets, Hanging Signs, etc.

BURBANK GLASS DECORATING CO.

1828 N. Keystone St. Burbank, Calif.

Phone CHarleston 8-4714

SHUFFLEBOARD



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Hanson-Loran Chemical Co.
5584 Paramont
Long Beach, California

KATS WAX

Construction Of Acorn Vendor Adding Much To Popularity

LOS ANGELES—"It's in keeping with the known policy of our firm to offer bulk operators the best in merchandise and also in vendors and that is why we emphasize the new *Acorn* vendor," S. H. Bloom said, as he told how sales of the vendor have been growing since it was introduced a short time ago. Bloom is head of the Operators Vending Machine Supply Co., one of the pioneer distributing firms in this area.

He is also an executive of Oak Manufacturing, Inc., incorporated to manufacture the Acorn vendor and other vending machines. Bloom said production is running at the rate of about 1500 units per week and that by April 15 the factory plans to be turning out a daily quota of 500 units. He said the vendor was so carefully engineered from the beginning that production has been moving along at a high rate since it was announced to the trade.

The vendor had its initial showing at the 1948 convention of NAMA in Chicago and it immediately jumped into popularity, he said. The flow of orders was such that production had to be set at a high level from the start, he said.

The manufacturing firm is one of the newest in the group of western manufacturing firms, and is proud of it, Bloom said, but the firm was able to get a national and International demand almost from the start by showing it at the national convention where buyers from foreign countries had a chance to see it. He said orders had already been shipped to Cuba, Puerto Rico and South Africa, and the shipments were being arranged for some customers in South America.

Asked what experience had shown up to now to be the most appealing feature in the vendors, he said operators were immediately attracted by its simplicity and its design. "They like its light weight and we think the die cast aluminum construction is something that will grow more popular all the time. Operators like its accessibility and price," he said. He added that the vendor was backed by experience since the principals of the firm and engineering talent have been in the business for many years.

Crystalette Record Label Makes National Debut

LONG BEACH, Calif.—Firmly convinced there are unlimited opportunities in the record manufacturing business, provided a high quality product is maintained at standard prices, Crystalette Music Co., Inc., has made its debut under the *Crystalette* label.

First release features organ and vocal arrangement of *Cruising Down the River* on one side and a straight instrumental of *Hawaiian War Chant* on the other. Ralph Ford is at the Hammond organ, with Paul Arno doing the vocals.

C. W. Coleman, secretary-treasurer of the firm, reveals that because of the fresh new treatment included in this initial release, response by both phonograph operators and the public has been enthusiastic.

Crystalette Music originally made its start by manufacturing telephone wired music set-ups in 1944. In 1946 the firm launched into the coin radio field, turning out some of the finest sets made. They followed this up by providing the trade with coin timers for coin radios and washing machines. These timers, with mechanism and coin lock completely enclosed in an 18-gauge steel case, and protected by a pick-proof lock, have scored an instantaneous hit with manufacturers and operators.

At the same time they were meeting the coin trade's heavy demand for timing equipment, the firm began distributing and selling major records to drug stores and other retail establishments via a self-service system.

"We own and service our own equipment," Coleman said, "and have become one of the largest buyers of major records in the country."

Ideal Scale A Good Investment, Pioneer Manufacturer Reports

LOS ANGELES—The Ideal weighing scale, made by a pioneer firm, has made operating history over many years, according to Robert Stark, head of the firm, and will make new sales records for the current year. He said demand is showing encouraging gains and operators report that earnings are proving attractive.

It all goes back to pennies, Stark explained, but it is pennies that make dollars and hundreds of operators over the land have kept a route of scales for many years—full proof that scales are a paying proposition, or else operators would not stay in the business for so long.

"The Ideal scale, we like to think, is also the scale that is made just right to help operators stay in business. We have been making scales long enough to have the know-how to build good devices, and also to know just what features operators want most. In all the years we have had many suggestions from operators and the practical ideas have been incorporated in our current model," Stark added.

He said the Ideal scale is so well built that it can be guaranteed for years, has sturdy construction, and offers such a neat appearance that customers don't hesitate to weigh themselves. The body is constructed so there are no crevices which will harbor dirt, and that makes for such a neat appearance that more coins go into the box.

Stark also said that his firm is happy to trace its history back to the real pioneer days, when West Coast manufacturers were few in number. He is happy that the manufacturing industry has grown so much and says operators can count on Ideal to be turning out scales on and on, as the Industry forges ahead.

Trade Question:

An operator places 50 pop corn machines on a route, his first venture with this type of machine. One manufacturer says he will probably have to find better locations for at least 20 of the 50 machines. What is the experience of operators in having to relocate machines, after setting up a new route?

In considering this question, it is understood that the operator placing the 50 pop corn machines has had experience in placing other types of machines, and hence is not an amateur in finding locations that may be classed as good, or average spots.

The problem arises from the fact that, in finding locations for a new route of 50 machines, an operator will find in the course of a few days or weeks that a percentage of the places do not pay, and hence he must find better locations for the machines in the poor spots.

Replacement of 20 machines in a route of 50 means that 40 per cent of the route was originally put in locations that prove unprofitable. The views of operators on this percentage ratio will be appreciated on pop corn machines, and also on other types of vendors.

* * *

1st Merchant: "What does your son do in your store?"

2nd Merchant: "He sells toys and pets in the basement."

1st Merchant: "What a way to learn a business!"

SOURCE BOOK CORRECTIONS

Dec. 15—Feb. 15, 1949

1. MANUFACTURERS & SUPPLIERS

American Citrus Corp., 333 N. Michigan Ave., Chicago 1, Ill., Sam Reid.
Andrews Mfg. Co., Inc., 660 S. Rochester Rd., Clawson, Mich., A. J. Andrews.
Artkraft Mfg. Corp., 200 Kibby St., Lima, O.
Automatic Dispenser Co., 9018 Olympic Blvd., Beverly Hills, Calif., Phone: WE-4882, Jess M. Davy, Pres.
B & L Distributors, 9624 S. Western Ave., Evergreen Park, Ill.: Sales Office, Room 1788, Board of Trade Bldg., 141 W. Jackson Blvd., Chicago, Ill., Phone: WA-2-6245.
Bleckman Enterprises, 6852 S. Shore Dr., Chicago 49, Ill.
Bonanza, Inc., 2980 W. Pico Blvd., Los Angeles 6, Calif.
Citra Vendor Corp., 432 Hurt Bldg., Atlanta, Ga.
Cole Products Corp., 5000 S. Halsted St., Chicago, Ill.; Al & Dick Cole.
Col-Snac Corp., 10 So. La Salle, Chicago, Ill.
Compton Co., 165 Pine St., Abilene, Tex.
Custom Shuffleboard Co., 3563 Wilshire Blvd., Los Angeles, Calif.
A. Norman Depew, 7518 Fountain Ave., Hollywood, Calif.
Fielding Mfg. Co., Inc., 258 W. Pearl St., Jackson, Mich.
Floyd Mfg. Co., 2715 Summit Ave., Union City, N. J.; Joe Kalishman, Pres.
C. T. Girdner Co., 120 Van Ness Ave., Watsonville, Calif; also at: 5321 Hollywood Blvd., Los Angeles, Calif.
Hayes-Sloan Products, Inc., 23902 Van Born Rd., Dearborn, Mich.; Fred James, Vice-Pres.
Hercules Shuffleboard Co., 204 So. Western Ave., Los Angeles, Calif.
King & Co., 2700 W. Lake St., Chicago, Ill.
Lincoln-Boyle, 4628 N. Greenview, Chicago, Ill.
Lynco Coin Machine Co., 2930 E. Canfield Ave., Detroit, Mich.
Monarch Shuffleboard, Inc., 1545 No. Fairfield Ave., Chicago 22, Ill.
Oak Mfg. Co., Inc., 1025 S. Grand Ave., Los Angeles 15, Calif.
Pacific Shuffleboard Co., 8426-28 Melrose Ave., Los Angeles 46, Calif.
Practical Products Corp., 2632 Nicollet Ave., Minneapolis, Minn.
Shuffleboard Service Co., 3300 E. Orange Grove Ave., Pasadena, Calif.
The Slick Shine Co., 207-215 Astor St., Newark 5, N. J.
Smith Enterprises, 705 Jefferson Bldg., Peoria, Ill.
Southern Coin-O-Mat Distributing Co., 943 N. 7th Ave., Miami 36, Fla.
T and M Sales Co., 2849 W. Fullerton Ave., Chicago 47, Ill.
Typo-O-Matic Service Co., 17 E. 42nd St., New York, N. Y.
U. S. Shuffleboard Co., 207 2nd St., Northeast, Canton, O.
Vance Adapter Co., 2309 W. Pico Blvd., Los Angeles 5, Calif.
Ven-Dures, Inc., 1106 Post St., Seattle, Wash.
Vending Machine Repair Service, 322 Atlantic Ave., Brooklyn, N. Y.
Vendomatic Corp., 34 W. 33rd St., New York, N. Y.
White Machine Co., 104-106 Livingston St., Newark, N. J.

2. CLASSIFIED INDEX OF MACHINES, SUPPLIES AND SERVICES:

BEVERAGE VENDOR:
  Cup-type:
    American Citrus Corp.
    Artkraft Mfg. Corp.
    Citra Vendor Corp.
    Cole Products Corp.
    Practical Products Corp.
  Coffee (hot):
    Artkraft Mfg. Corp.
  Milk:
    Artkraft Mfg. Corp.
    City Milk Co., Inc.
  Soup:
    Artkraft Mfg. Corp.
BOOK VENDOR:
  International Mutoscope Corp.
BOWLING BALL CLEANING MACHINES:
  Hayes-Sloan Products, Inc.
BULK VENDORS:
  Andrews Mfg. Co., Inc.
  Oak Mfg. Co., Inc.
CIGARETTE VENDORS:
  Compton Co.
  Practical Products Corp.
GUM VENDORS: (stick)
  Kayem Products Co., Inc.
ICE CREAM VENDING MACHINES:
  Col-Snac Corp.
  Lincoln-Boyle
  Smith Enterprises

NUT VENDORS: (hot)
White Machine Co.
PARTS AND SUPPLIES:
Shuffleboard Service Co.
Vending Machine Repair Service
POSTAGE STAMP VENDORS:
Automatic Dispenser Co.
RAZOR BLADE VENDORS:
Automatic Dispenser Co.
SHUFFLEBOARDS:
Bleekman Enterprises
Custom Shuffleboard Co.
Hercules Shuffleboard Co.
Monarch Shuffleboard, Inc.
Pacific Shuffleboard Co.
U. S. Shuffleboard Co.
SHUFFLEBOARD SUPPLIES:
Slick Shine Co.
TYPEWRITERS:
Norman A. Depew
Standard Scale Co.
Typo-O-Matic Service Co.

3. TRADE MARKS & TRADE NAMES

Acorn—Oak Mfg. Co.
Artkraft—Artkraft Mfg. Corp.
Automatic Fountain—Automatic Syrup Corp.
Charm King—Silver-King Corp.
Citra-Vendor (beverage vendor)—Citra Vendor Corp.
Cole Spa Hermetic (cup beverage vendor)—Cole Products Corp.
Computit—Guardian Electric Mfg. Co.
Cross Country Race (arcade game)—International Mutoscope Corp.
De Luxe (shuffleboard)—Valley Mfg. Corp.
Drop-Kick (arcade game)—International Mutoscope Corp.
Electro-Matic (shoe shiner)—Uneeda Shine Machine Co.
Hunter (ball gum vendor)—Silver-King Corp.
Hupp Console—Hupp Corp.
Jitters (arcade machine)—Exhibit Supply Co.
Magic—Exhibit Supply Co.
Moon Glow—United Mfg. Co.
Multi-Bell—Bally Mfg. Co.
Neps—Silver-King Corp.
One-Two-Three—Genco Mfg. & Sales Co.
Pick-A-Book (book vendor) — International Mutoscope Corp.
Pre-Mix (beverage vendor)—C. C. Bradley & Son, Inc.
Refresh-O-Mat (beverage vendor) — Practical Products Co.
Revolv-A-Round—Chicago Metal Mfg. Co.
Rocket Radar (arcade game)—International Mutoscope Corp.
Royal (shuffleboard)—C. T. Girdner Co.
Sani-Cary—Northwestern Corp.
Sani-Pakt (packaged handkerchiefs) — Floyd Mfg. Co.
Saratoga (pin ball game)—Williams Mfg. Co.
Serenade (5-ball novelty replay) — United Mfg. Co.
Shuffle-King Re-Bound (shuffleboard) — Chicago Coin Machine Co.
Slick (shuffleboard wax, cleaner)—Slick Shine Co.
Sweet Sue (pin ball game)—T and M Sales Co.
Tele-Video (television)—Telecoin Corp., N. Y.
Venderette (cup beverage vendor)—Lymo Industries, Inc.
Wall-o-Matic "100"—J. P. Seeburg Corp.

4. JOBBERS & DISTRIBUTORS

Corrections:

American Shuffleboard Sales Co. of Los Angeles, 1348 Venice Blvd., Los Angeles 6, Calif., Phone: RIchmond 7-6391.
Atlantic New York Corp., 583—10th Ave., New York 18, N. Y., Phone: Bryant 9-5620.
Superior Distributing Co., 502 Mining Exchange Bldg., Arapahoe & 15th Streets, Denver, Colo.

Delete:

The Vending Machine Co., 207 Franklin St., Fayetteville, N. C.

Change of Name:

Formerly: A & B Candy Co., Portland Ore.; Now: A & B Distributing Corp., same address.

Additions:

Automatic Amusement Co., 717 Stuart St., Houston, Tex.
Big State Coin Machine Co., 1603 Houston St., Ft. Worth, Tex.
Cumberland Coin Machine Exchange, 207 Franklin St. (rear), Fayetteville, N. C.
Modern Music Sales Corp., 152 No. Church St., Tucson, Ariz.
J. Edwin Thamert, 3512 Kootenal Ave., Boise, Idaho.
U. S. Automatic Stores, 5712½ E. Beverly Blvd., Los Angeles 22, Calif., Phone: UN-1-7697.
West Side Novelty Co., 547 Swallow St., Edwardville, Penna.

5. ASSOCIATIONS

The Fresno Candy, Gum & Nut Venders' Assn., Fresno, Calif.; Leo Steitz, Pres.; Mrs. G. Edward McCauley, Sec'y-Treas.
Public Service Equipment Council, Inc., 245 E. 23rd St., New York, N. Y.; Riley M. Bates, Pres.; Murray Baron, Industrial Relations Director.
West Virginia Coin Machine Operators Assn., Bluefield, W. Va.; W. H. Ballard, Pres.

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CIGARETTE AND CANDY VENDING Machines. **Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack** parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SANITARY NAPKIN MACHINES Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (OND-C)

WANTED Will buy one or fifty penny Vendors called The Scoop. L. E. MURRAY, Box 121, Taos, New Mexico. (JFM-P)

SCALES WANTED Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

CHARMS DOUBLE, TREBLE PROFITS in Bulk Vendors! Write quickly for details. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDORS, 105-4 Dewev, Brillion, Wis. (TF-C)

CIGARETTE MACHINES FOR SALE All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

BARGAIN FOR QUICK SALE 20 Latex Vendors, plus enough merchandise to return $1080.00, when vended at 25c each. In original crates. Make quick offer. 502 Mining Exchange Building, Denver, Colorado, or write E. R. Jones, P2-899 Bayo Vista, Rodeo, California. (FMAM-P)

BARGAIN FOR QUICK SALE Closing out 30-wire cable 15c per foot in 1,000 foot rolls. Also brand new original carton Packard Chrome Boxes, $25.00 in lots of 50. Special on A. B. T. #500 coin chutes, brand new, 95c each, or make offer on entire lot of 600. Immediate delivery. Wire deposit. COLUMBIA MUSIC CO., 321 Main Street, Vancouver, Wash. Phone 2272. (M-P)

FOR SALE 3 new Minit-Pop automatic dime operated poppers, $457.00 each, $1,200 for lot. R. ANTON, 5310 Juniper, Mission, Kansas. (M-P)

SUNSHINE "NIKS" VENDORS 195 nine column machines, $35.00 each. Will sell Kansas City route, 130 machines, $5200.00. Terms. RAY CONARD, 3315 Main, Kansas City 2, Mo. VAlentine 7402. (M-P)

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ADVANCE SANITARY NAPKINS and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

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FOR SALE Continuous music studio. 45 monthly accounts in Los Angeles under contract. Grosses $1600 month. FRANK DUFORD, WYoming 4626.

DIGGERS Buy now, at low prices: Mutoscopes, Exhibit Merchantman, Exhibit Iron Claws, Erie hand-operated Diggers for Carnivals, Electro-Hoists, Buckleys, Exhibit Rotary Merchandisers, Mutoscope Magic Fingers (pusher and claw types). NATIONAL, 4243 Sansom, Philadelphia, Penna. (M-P)

ATTENTION ALL PROPHYLACTIC OPERATORS & DISTRIBUTORS. We are now selling a well advertised, nationally known brand of latex known as APRIS, at a new low price. Manufactured by the oldest and largest manufacturer of quality prophylactics. This non-jamming package is made special to vend in the Advance 21-F Prophylactic Vending Machine. We also carry the Advance 21-F machine, Advance Sanitary Napkin machine and all parts and supplies. We are direct factory distributors. Write, wire or phone for prices and information. FOWLER COIN MACHINE & DISTRIBUTING CO., 3030 Crooks Road, Pontiac 6, Michigan. Phone Pontiac 2-1200.

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FOR SALE 5 new U. S. V. C. 500 Bar Capacity Vendors, $357.00 each, $1,700 for lot. R. ANTON, 5310 Juniper, Mission, Kansas. (M-P)

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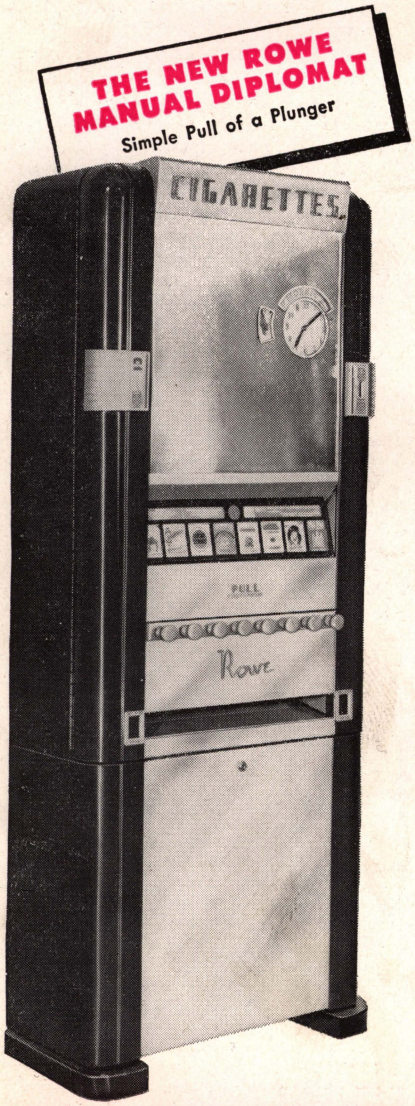

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Check the "Twin" Diplomat features. Compare them, feature by feature, with any other machine. You will find that the best buy — the best value — is the ROWE DIPLOMAT, Electric or Manual.

EXCLUSIVE FEATURES

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Instantly removable; mounted on track.

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PLUS THESE ADDED FEATURES

Flexible: May be operated in any combination from 10¢ to 25¢; adaptable for 30¢ operation.

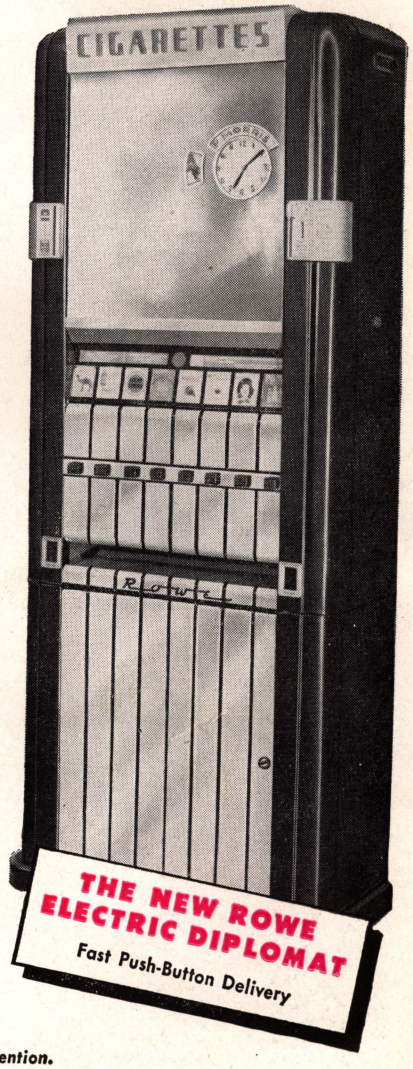
Easiest Loading: Simplest to maintain.

"Empty" Light: Flashes red when column is empty.

Most Profitable Capacity.

Extra Large Capacity for Penny Matches.

Eye-Catching, sales-compelling Cabinet and Display sells more cigarettes.



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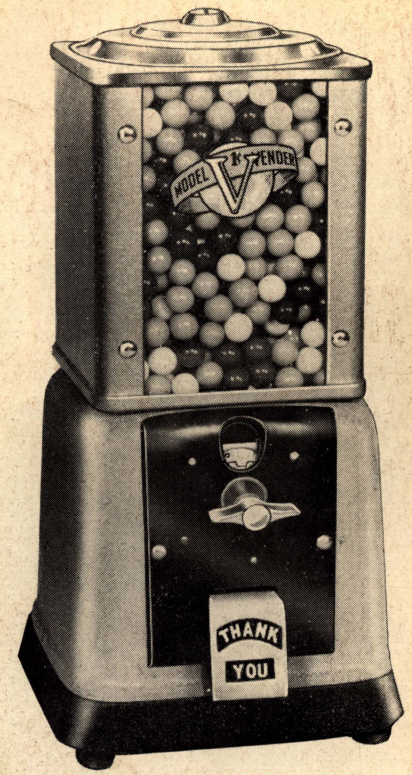

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Featuring greater capacity. Greater capacity means greater profit and less servicing for the operator.

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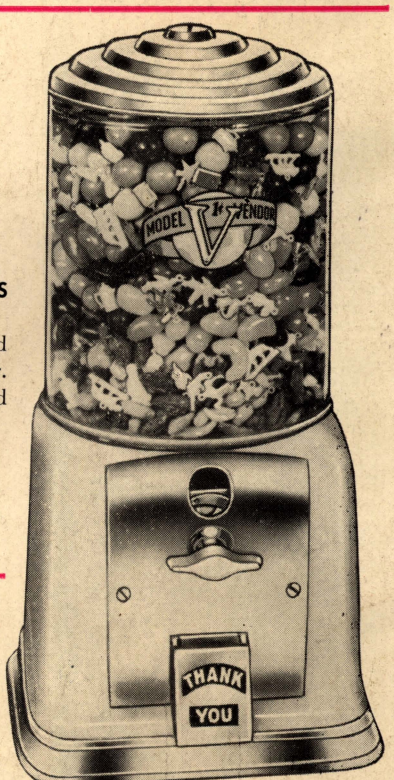
Performance has proved this to be a great vendor. Handsome, durable red wrinkle finish.



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